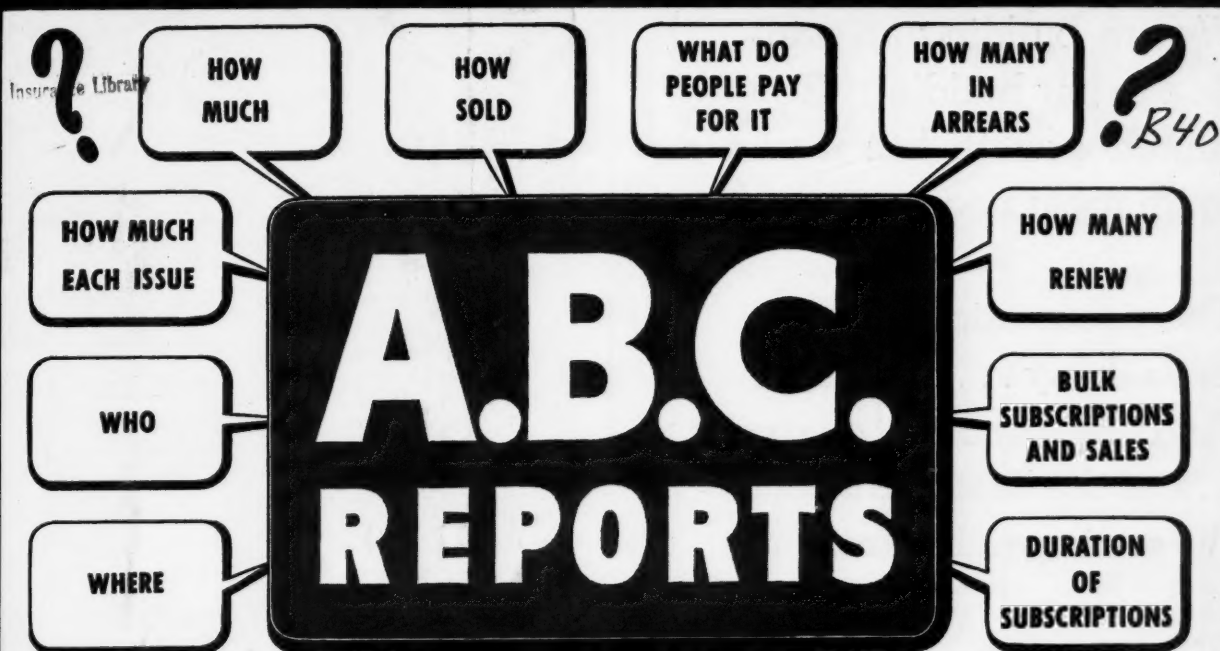


The NATIONAL UNDERWRITER

Life Insurance Edition



In which we give All the Facts!

ADVERTISING in business papers, to do a job for you, must give specific and adequate information—but—

In addition to what you say and how you say it, the results depend upon to whom you are talking.

Fortunately, you can *select* your audience by making intelligent use of A. B. C. reports. Every business paper member of the Audit Bureau of Circulations can supply you with complete, verified facts about that paper's readers—your audience.

A.B.C. reports contain the specific information

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The NATIONAL UNDERWRITER

Member of the Audit Bureau of Circulations



Ask for a copy of our latest A. B. C. report

A. B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF CIRCULATION VALUES

FRIDAY, JULY 25, 1941

We Can Scarcely Hear Ourselves Think...

We are building an addition to our building. Continued growth has made more room necessary.

The pneumatic drills have been busy . . . and noisy. And the concrete mixers . . . and the hammering and the sawing and the nailing.

We've been working under difficulties . . . but we've moved right along, and we've having one of our best years, both in Industrial and Ordinary, with total life insurance in force well over eight hundred million dollars.

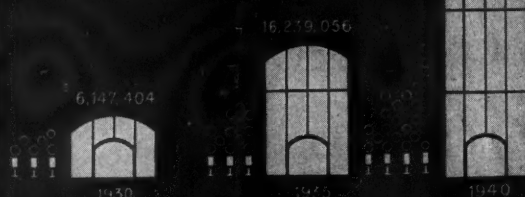
The NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.

C. A. CRAIG, Chairman of the Board C. R. CLEMENTS, President
HOME OFFICE NATIONAL BLDG.
NASHVILLE CHICAGO TENNESSEE

A Picture of Progress

INCOME SETTLEMENT SERVICE
EXPANDS

*Reserve to meet Company's
obligations under optional
settlement agreements in force*



Real progress is being made when more and more life insurance money is left with the Company to be distributed under an income settlement plan.

That policyowners and beneficiaries are aware of the value of The Connecticut Mutual's optional settlement service is evident from the chart which shows the tremendous increase in reserves to meet future payments under income contracts.

*Connecticut
Mutual*
Life Insurance Co.

95 years of
Dependable Performance

The NATIONAL UNDERWRITER

Forty-fifth Year—No. 30

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JULY 25, 1941

\$3.00 Year, 15 Cents a Copy

Preparedness Is Dominant Note at Northwestern Rally

Colorful Convention of Agents Association Is Held at Home Office

New officers elected by the Northwestern Mutual Association of Agents are:

President—Thomas Lauer, Joliet, Ill.

Vice-president—Guy Morrison, Indianapolis.

Secretary-Treasurer—Stephen Klarer, Milwaukee.

Executive Committee—Sterling Youngquist, Columbus, O., chairman; Roger Clark, Pittsburgh; John R. Mage, Los Angeles; W. C. Dunbar, Fort Wayne, Ind.; Kenneth Snyder, Omaha.

MILWAUKEE — Preparedness in several ramifications, from the great effort the United States has undertaken to defend the American way of life, to the personal preparedness of every citizen to meet the financial obligation to his family and country as well as preparedness of the life underwriters to provide and sell the program of preparedness for the individual, was stressed throughout the program of the 65th annual meeting of the Northwestern Mutual Association of Agents at the home office here.

When the strains of the patriotic overture by a full-sized orchestra formally opened the meeting, some 1,000 agents and their ladies occupying the newly enlarged auditorium of the building were thrilled as the curtains parted and they joined the Northwestern Mutual chorus in a patriotic song while three girls in costume featured the Statue of Liberty.

Stumm Explains Theme

"Personal Preparedness — Our Responsibility" was selected for the convention slogan because it expresses the acceptance of a challenge, B. J. Stumm, Aurora, Ill., general agent and association president, stated in opening the gathering.

Each citizen can make a great contribution to national strength by putting his own financial house in order. "Personal Preparedness" to meet the financial problems of life is the obligation of each citizen to his family and country. These human needs are a challenge to every agent.

Mr. Stumm presented Grant L. Hill, director of agencies, who presented winners of production honors whose pictures were featured in the court of honor in the lobby.

In his annual address to the agency force, President M. J. Cleary spoke of

(CONTINUED ON PAGE 20)

Northwestern National Extends Arnold System

Persistency Bonus on Renewal Commissions to Be Awarded Brokers

MINNEAPOLIS. — Northwestern National Life announces that it has extended the Arnold system of renewal commissions to selected brokers.

In principle, the plan for brokers' compensation is the same as that in effect for full-time agents since September, 1939, under which renewal commissions to agents producing persisting business have been sharply stepped up. Under the brokers' plan the customary non-forfeitable 5 percent renewal commissions are paid from the second to the 10th policy years on all business as it renews each year and, in addition, a bonus for quality at the end of each year, on the same business. The quality of the business is determined by its persistency. Renewal ratios are computed separately on the business produced in each of the nine renewal years and a flat commission will be paid per \$1,000 of business of each year of issue which renews over the base ratio established for the business of that particular year of issue.

Retroactive for One Year

The plan is retroactive for brokers who were under brokerage contract in 1940 and the first bonus will be paid at the end of 1941 on 1940 business renewing this year. New brokers producing new business this year will be eligible to receive the bonus available at the end of next year.

Assuming a \$28 per thousand average premium, a broker whose business renews 100 percent in the second policy year will, according to the current base ratios, receive renewal commissions under the plan of 14.2 percent; if it renews 100 percent in the third year, 13.1 percent; in the fourth year 12.4 percent and so on each year through the 10th year. At a renewal level of 85 percent, renewal earnings range from 10.4 percent of premiums in the second policy year to 10.1 percent in the 10th policy year, and at a 75 percent renewal level they amount to 7 percent in the second year and 9 percent in the 10th year. At renewal ratios below the base ratios only 5 percent will be paid but never less than 5 percent.

The base ratios now applying to brokerage business will be the maximum ratios which will be applied to business submitted by brokers in the years 1940 through 1944, inclusive.

Renewal Experience Favorable

"Our renewal experience with brokerage business has been very favorable and we will accept business from bona fide brokers without special underwriting restrictions, on the same basis as business of full-time agents," President O. J. Arnold said. "By extending the sound and proven principles of Arnold system renewal compensation to brokers of the right type, we will pay for quality brokerage business at the increased rate which all soundly sold and prop-

General Agents and Managers Now Come Under New Program

MINNEAPOLIS—Pioneering a new viewpoint in respect to general agents, Northwestern National Life announces that it is now applying the Arnold system to renewal overridings for its general agents. It has also announced a bonus plan for branch office managers based on Arnold system business.

Four regional meetings for general agents and managers were held at Excelsior Springs, Mo., Cleveland, Chicago, and Minneapolis at which full details of the program were presented in closed sessions.

President O. J. Arnold conducted the meetings, aided by W. F. Grantges, agency director; Carl A. Peterson, supervisor of agencies; and W. R. Jenkins, manager of sales research. An enthusiastic response was given the new plan by general agents and managers who reported a favorable response to the Arnold system on the earnings and morale of agents in the 21 months during which it has been in effect.

Can Build Growing Agency

"Our purpose in applying the Arnold system to general agents' overridings is to restore the general agency contract to its traditional terms as a contract which will enable a general agent to build a vigorous, growing, self-supporting business, not forcing him to jeopardize current earnings on operations of past years to sustain his agency, and freeing him from dependence on the home office for financial support—with quality business and continuous, uninterrupted service to the agency's clientele as the key to attaining this result," Mr. Arnold stated in commenting on the program.

"Extension of the Arnold system to general agents and managers follows logically the successful application of these principles to the compensation of our agents. Under this system we have paid the agent who does the better job at a higher rate, we have stabilized his income, and at the same time we have

(CONTINUED ON PAGE 10)

erly serviced business is entitled to receive.

"Base ratios applying to brokerage business have been set somewhat higher than those applying to our full-time agents because we expect to set aside at some future time a portion of the extra compensation paid agents under the Arnold system as the company's contribution toward a sound pension plan, and we naturally do not intend that such a pension shall apply to any but full-time agents," Mr. Arnold explained. "Moreover, we are guaranteeing that these base ratios shall be no higher—though they may be lower—through 1944. Even at these higher ratios, a broker producing business which renews well will receive renewal commissions totaling substantially more than under the usual brokerage contract."

Aetna Life Top Men Have Prospecting as Chief Theme

Central Regional Convention at Mackinac Island Well Attended

By C. M. CARTWRIGHT

MACKINAC ISLAND—Coming here direct from the Pacific Coast regional convention at Sun Valley, Ida., Aetna Life officials were reinforced by others from the home office to attend the central division meeting. The eastern and part of the southern people had foregathered a few weeks ago at Virginia Beach. Next year the eastern and central groups will merge at White Sulphur Springs, W. Va., while the Pacific leaders will muster at Del Monte, Cal.

Realizing the importance of securing the right kind of prospects, the convention theme centered on prospecting, discussing the subject in a very practical way. It is a peculiar day with its uncertainties, fear of war, defense projects requiring huge sums, taxes mounting to the skies, young men being taken from the orderly walks of life and drafted into military service. Hence prospecting takes on a new meaning.

Preliminaries on Monday

At the Monday session D. H. Teas of Milwaukee presided. Vice-president S. T. Whatley, as usual, opened the convention, making the keynote address.

Mr. Whatley in his address read a message from President Brainard, saying that while the Aetna Life is considering a pension plan for agents, there is nothing definite to report. The problem, he said, is receiving careful and sympathetic attention. The social security act may be amended to include agents. If such is done it should be considered in a pension plan. The Aetna Life, he added, is studying the plans adopted by other companies, endeavoring to select or adopt the one that seems the most desirable. He declared the company finally will work out a system that it feels will meet the essentials.

Outlook Considered Bright

Mr. Whatley said new ordinary business is off 3 percent, although accident and group insurance show a handsome increase. The outlook, he thinks, is bright for new business. More people are employed than at any time since 1929. The scale of wages is higher. National income, even after deducting taxes, is greater than it has been for a decade. The real problem, he said, is for insurance to share in this increase.

Vice-president S. F. Westbrook, in charge of mortgages, spoke as did Actuary Ralph Keffer.

The first gun on the prospecting ramparts was fired by Superintendent of Agents A. H. Hiatt, Jr. From that

(CONTINUED ON LAST PAGE)

Equitable N. Y. Has War Clause

Restrictions in Effect
July 31 at Ages 17-40
Are Announced

Equitable Society has announced a "war and aeronautics restrictions" rider to be attached on all policies issued after July 31, on lives now in the armed service or who have immediate prospects of such service as described in the new underwriting rules for war risks that have been adopted. The announcement was sent out to the field force by W. J. Graham, vice-president.

The clause will be used in all states except New York, Nebraska, Texas and Minnesota, where specific modifications are necessary because of local requirements, and in Iowa the company will be obliged to decline an application where under these underwriting rules a war clause otherwise would be necessary, Mr. Graham explained. The clause is:

Text of New Clause

The society's liability under this policy and under any additional indemnity provision included herein shall be limited as hereinafter provided where the death of the insured occurs under any of the following circumstances:

(a) (I) While the insured is in the military, naval or air forces of any country that is at war, whether declared or undeclared, provided such death occurs either as a result of such war or any act incident thereto or while the insured is outside the 48 states of the United States, the District of Columbia and the Dominion of Canada; or

(II) Within six months after the termination of service in the military, naval or air forces of any country from wounds or injuries received or suffered while such country was at war, whether declared or undeclared, as a result of such war or any act incident thereto; or

(b) Within two years from the date of issue of this policy as a result of war, whether declared or undeclared, or any act incident thereto, provided such act takes place while the insured is outside the 48 states of the United States, the District of Columbia and the Dominion of Canada and while the insured is not in the military, naval or air forces of any country at war, whether declared or undeclared; or

(c) As a result of service, travel or flight in any species of aircraft, except as a fare-paying passenger in a licensed passenger aircraft provided by an incorporated passenger carrier and operated by a properly licensed pilot on a regular passenger air route between definitely established airports, either (I) while the insured is in the military,

Six-Month Totals Reported

Figures showing new business and insurance in force and comparisons for the first six months of 1940 and 1941

	New Paid Business 1941	New Paid Business 1940	Inc. or Dec. Insurance in Force 1941	Inc. or Dec. Insurance in Force 1940
Acacia Mutual Life	23,479,223 ¹	21,302,446	+10,454,163	+7,557,087
Alliance Life	4,565,732	4,300,817	+1,084,831	+400,737
American Life & Accident	1,497,940	1,827,888	+477,234	+698,780
Amicable Life	7,004,602	6,483,292	+2,010,917	+1,300,524
Atlantic Life	4,700,545	5,215,514	+813,884	+653,009
Bankers, Life, Ia.	30,476,195	26,384,997	+8,248,197	+577,475
Bankers National Life	5,896,765	6,527,183	+2,157,918	+1,076,770
Boston Mutual Life	11,669,290	11,407,580	+4,354,277	+1,269,189
Business Men's Assurance	11,759,732	10,157,898	+3,851,921	+2,247,325
Carolina Life	1,131,000 ²	1,418,500	+694,000	+891,000
Central Life, Ill.	3,430,711	1,576,381	+642,898	+980,300
Century-Educators Life	1,568,926	+468,197
Colonial Life	4,077,824 ⁴	2,955,894	+2,579,094	+1,563,463
Conn. Mutual Life	53,895,482	48,595,954	+24,959,437	+20,295,094
Empire Life & Accident	1,063,366	902,848	+496,098	+454,838
Equitable Life, D. C.	17,882,219	15,310,927	+9,217,250	+5,232,002
Franklin Life	12,335,397	9,706,180	+1,640,718	+28,877
George Washington Life	2,326,575	889,563	+1,244,285	+116,110
Girard Life	1,606,389	1,329,847	+414,767	+100,253
Great Lakes Life	102,024	43,900	+19,957	+236,757
Great Northern Life	2,429,626	2,476,146	+680,622	+560,980
Great Northwest Life	538,192	776,409	+38,687	+234,587
Great-West Life	28,623,661	27,881,056	+6,937,816	+5,583,078
Home Life, N. Y.	23,465,989	22,632,203	+10,627,721	+8,352,326
Insurance Clerks Mut. Benefit	75,448	90,000	+17,854	+42,139
John Hancock Mutual, Ord.	192,985,385	169,739,073	+11,416,745	+84,096,276
John Hancock Mutual, Ind.	138,261,865	126,525,475	+42,860,694	+19,094,097
John Hancock Mutual, Group	59,117,712	58,705,230	+54,590,198	+53,772,329
Kentucky Home Mutual Life	1,486,643	1,446,307	+795,683	+480,253
Lafayette Life	2,816,939	2,040,271	+1,334,456	+535,467
Life of Virginia	48,601,593	51,124,037	+19,963,840	+11,550,298
Lincoln Liberty Life	3,741,363	3,848,590	+870,218	+564,101
Manhattan Mutual Life	497,971	460,643	+192,700	+136,402
Mass. Protective Life	2,410,561	1,784,609	+1,469,805	+490,927
Midland Life	1,858,560	2,191,594	+434,624	+746,107
Midwest Life	2,047,822	2,426,008	+332,770	+135,643
Monarch Life	1,856,678	1,581,191	+1,031,602	+592,351
Mutual Life, Can.	20,975,503	21,971,762	+7,193,478	+6,774,291
National Life, Iowa	1,963,200	2,383,250	+4,647,741	+2,685,683
New World Life	2,637,895	2,449,006	+934,214	+399,874
Occidental Life, Cal.	42,945,938 ⁵	39,860,863	+17,532,320	+15,445,989
Old Republic Credit Life	32,254,000	24,244,000	+10,580,000	+5,357,000
Pacific Natl. Life	3,229,457	3,379,721	+1,443,178	+1,660,006
Pan-American Life	13,746,956	11,909,020	+1,612,033 ⁶	+2,941,907
Paul Revere Life	5,152,509	4,864,256	+2,365,690	+1,813,509
Pennsylvania Mutual Life	3,747,649	3,618,540	+842,695	+566,496
Philadelphia Life	2,426,581	2,253,863	+379,474	+24,909
Phoenix Mutual Life	24,485,000	24,828,000	+8,925,000	+7,080,000
Savings Bank Life	11,582,467	11,505,961	+8,841,206	+9,892,238
Seaboard Life, Tex.	2,943,264	2,732,528	+1,748,563	+1,447,969
Security Mutual Life, Neb.	2,314,000	2,961,000
Shenandoah Life	25,859,367	17,185,059	+16,883,002	+9,295,846
Southeastern Life	1,613,865	1,607,064
Standard Life, Miss.	1,677,575	1,324,894	+708,109	+204,300
State Mutual Life	20,139,085	18,915,295	+5,373,850	+4,059,571
Southern States, Tex.	1,181,300	244,950	+936,350	+244,950
United Life	927,721 ⁸	815,533	+526,082	+287,196
Western Mutual Life	859,322	1,213,500	+436,834	+764,393
Wisconsin Natl. Life	2,328,130	2,226,239	+642,018	+547,003
United Fidelity Life	824,541	1,106,324	+235,340	+808,965

¹Placed and revived only.

²Ordinary only.

³Does not include group nor paid-up insurance.

⁴Includes group.

⁵Smaller increase for 1941 is due to reinsurance of Mexican business of \$2,445,000.

⁶Six months ending April 30 in each case. Issued business.

⁷Does not include group.

naval or air forces of any country, or (II) while the insured is in aeronautic or aviation training outside such forces, if such training is under the supervision, direction or control of any governmental authority or agency.

The society's liability in such an event shall be limited to the payment

to the person to receive the first payment on account of the proceeds of this policy of a single sum equal to (1) the premiums actually paid under this policy, or (2) the reserve of this policy, whichever is the larger amount, and, in either case, increased by any dividend or divi-

(CONTINUED ON LAST PAGE)

Dr. Albright Crowns Noted Record with \$8,404,000 Sale

MILWAUKEE—Crowning his achievement of leading all Northwestern Mutual Life agents in new production during the past 35 years, Dr. Charles E. Albright, Milwaukee, has now written a pension plan for Chrysler Corporation executives representing 1,535 individual policies totaling \$8,404,000, including \$3,725,000 in retirement endowments and \$4,679,000 in retirement annuities.

Although five years ago Dr. Albright withdrew from official competition as Northwestern Mutual leader, last year he again won unofficial honors with \$2,973,000 to his credit. Only a part of the new \$8,404,000 deal is credit to last year's (ending June 30) business and he is already credited with \$2,027,000 for July, the first month of the new production year.

Mr. Albright had been working on the Chrysler plan for several years and finally secured approval in April. As all policies are written on an individual basis on men over 40 making \$250 a month or over, he has been shuttling back and forth between Detroit, New York and Milwaukee, spending sometimes as many as five out of seven nights on the train.

Under the Chrysler plan maximum retirement is fixed at \$1,800 a month except on three top executives who will get up to \$2,000. Each employee will pay 5 percent of his monthly salary in excess of \$250 a month but not more than \$1,000 a year, the company paying the balance.

Since 1905 and up to June 30, Dr. Albright has placed \$70,237,000 business with the Northwestern Mutual alone.

Mutualization Law Effective

COLUMBUS—The new Ohio law which permits mutualization of stock life companies has just gone into effect. Under the law, if the company and stockholders opposing the plan cannot agree on a fair cash value for their interests, the stockholders may carry the case into the courts in the county in which the company has its principal place of business. The court would fix a fair amount to be paid.

All Companies Participated

The group total figures recently released by W. J. Graham, vice-president Equitable Society, were not an exclusive Equitable compilation but a project participated in by all companies.

AETNA LIFE OFFICIALS SPEAK AT MACKINAC CONVENTION



S. T. WHATLEY
Vice-president



S. F. WESTBROOK
Vice-president



R. B. COOLIDGE
Superintendent of Agencies



A. H. HIATT, JR.
Superintendent of Agencies

Preparedness for Individual Stressed by M. J. Cleary

Great Opportunity to Serve People in Preservation of Nation

MILWAUKEE—Preparedness is uppermost in the minds of people today and while life insurance does not play a spectacular part in national physical preparedness, it has been and will continue to be a major factor in the program of preparedness for individuals, President M. J. Cleary declared before the 65th annual meeting of the Northwestern Mutual Life's Association of Agents here. A nation of citizens who have solved their individual problems is a strong nation capable of solving its national problems.

Insurance Important Unit

Life insurance has been an important unit in the American structure. It has grown and prospered here as it has nowhere else in the world because men are free and are conscious of the fact that personal freedom involves personal obligations. Of first importance in those obligations is that of providing for one's self and his dependents.

Life insurance has literally been cement in the social and economic structure of this country. Its strength and effectiveness have been tested in that respect in the last dozen years. Those years have subjected our social and economic structure to substantially every strain that one can imagine.

Serves in Times of Stress

"One must stop and wonder what the problems of the nation would be today as compared with what they are if it were not for the service that life insurance rendered to its patrons during the years from 1929 to the present time. If men and women had not saved and sacrificed in most cases to accumulate the funds that are in the keeping of life insurance and upon which they drew in those years, the list of businesses that would have failed, homes that would have been broken, and of applications at relief stations, would have been far longer than they are. The national debt, too, would have been much greater than it is. During the depression period the flow of money that went into the pockets of the American people from the treasuries of the life insurance companies was so great as to make the disbursements for relief look relatively moderate," Mr. Cleary declared.

"What life insurance has done it can continue to do if we who are in the business do not fail in our opportunity and obligation to the public. We can continue as a major factor in the preservation of the American way of life by providing programs for individuals and institutions that will keep them free and independent.

"Life insurance never has had a greater opportunity to serve its patrons and to serve the nation than it has today. The extent to which that service will be used and the effectiveness of the service when used will of course depend upon the intelligence and effectiveness with which we of the insurance fraternity do our job."

About 1,500 New Mexico state employees are now covered by an optional group plan providing hospitalization, surgery, sickness, accident and death benefits in Equitable Society.

Lincoln National Honors Veteran Medical Director



DR. W. E. THORNTON

Dr. W. E. Thornton, second vice-president and medical director of Lincoln National Life, was honored at the annual convention on his 20th anniversary with the company. He was given a certificate signed by every agent and a platinum mounted diamond ring. He received many personal congratulations and a song was sung which had been especially written in his honor.

Dr. Thornton joined Lincoln National in 1921 as assistant medical director. In 1923 he was made medical director, becoming vice-president in 1936 and a member of the board in 1937. He has served as chairman of the Medical Section of the American Life Convention

Glover Was a Big Factor in Broadening Actuary's Role

Though an expert in the pure mathematics field at the outset, Prof. James W. Glover, the University of Michigan's famed teacher of actuarial science, who died last week at the age of 73, probably had as much influence as any one man in bringing about a change in the concept of the actuary's job from that of a mathematical wizard interested in the purely scientific aspects of his work to that of an executive grappling with the day-to-day problems of insurance company management.

Helped Humanize Actuary

Perhaps there was some connection between the humanizing of the actuary's role and Dr. Glover's amazing capacity for friendships with all who had ever studied under him. There is hardly one of his former students who does not feel that he has lost a close personal friend in the passing of Dr. Glover. He was intensely interested in the careers of all his former students and kept in close touch with them personally and through correspondence.

Linked Theoretical to Practical

As a teacher Dr. Glover had the happy faculty of being able to imbue his students with real interest in the intricacies of pure mathematics and then carrying over the application of the principles involved to some practical application. It was his custom to give the purely mathematical phase of a problem and then show its application to some insurance situation. In spite of his devotion to pure mathematics he constantly emphasized the necessity of the

and has been active in the Association of Life Insurance Medical Directors.

student's asking himself, "Does it seem reasonable, entirely aside from the application of this formula?"

Entirely aside from any effort which Dr. Glover might have made in broadening the scope of the actuary's job, the mere fact of his course being available enabled many able insurance men to have the benefit of actuarial training even though their work might lie primarily in agency, administrative or other fields outside the actuarial department.

Opened New Fields

For example, the late Franklin B. Mead was already in agency work when he became one of Dr. Glover's early students. Many others have become actuaries who might not have had the temperamental inclination to dig out the specialized knowledge for themselves, which was the only way available before Dr. Glover's course opened in 1902.

Furthermore, the existence of Dr. Glover's courses permitted many students who had no intention of going into the insurance business to take his elementary courses in much the same way that a student takes an elementary physics course even though he does not intend to go into engineering or any line in which he expects to use this training.

President's Project Sells Annuities

The President's property confiscation bill appears to have made much business for life insurance men by scaring wealthy individuals into buying annuities. While Roosevelt's original proposal, and even his amended one, fell on deaf ears in Congress, and the committee bill is not nearly so sweeping, the fright of rich men seems to be persisting over the country, life men say. Seemingly the administration's gesture is taken as a hint of what may follow if the international situation as affecting the United States becomes much worse.

Life men who have encountered this attitude say the people with money are afraid the government will confiscate it if a radical property confiscation measure should be passed by Congress. Most life men feel this is an extremely distant possibility, but they are not calming the fears of their rich prospects, because it is bringing them much business.

Reasoning Not Logical

The producers are not able to follow the line of reasoning of these people, for an annuity is just as much property as is money. Therefore if the worst should occur and the nation's preparedness needs and financial conditions should demand such action, the assets behind annuities probably could be confiscated under the terms of an extreme enactment.

Seemingly the sudden trend to annuity buying that began immediately after the President's confiscation proposal has no primary objective of escaping taxation, although under the present revenue act annuities are taxed on a very modest basis over many years. Many of the current annuity purchases seems to be an almost hysterical response to the President's plan.

To Decide on Fidelity Action

PITTSBURGH—Western Pennsylvania contract holders of the Fidelity Assurance Association, West Wheeling, W. Va., were granted permission by Federal Judge Schoonmaker to meet and determine what action they desire to pursue in the reorganization of the association. The petition was filed in behalf of the contract holders by T. B. Willson and N. J. Lippard, ancillary receivers in western Pennsylvania.

Tinker to Evers to Chance

A crack of a hardswung bat, and the ball bounded toward short. There Tinker picked it up on the run, snapped it to Evers at second, throwing out the runner from first. Evers threw it to Chance at first, and caught the batter. Two men out—a perfect double-play, Tinker to Evers to Chance.

The score-keeper marked down an assist for Tinker, a put-out and an assist for Evers, a put-out for Chance. Which was the best player? Was it Tinker, who made the first assist; was it Evers, who had both put-out and assist; or was it Chance, who made the second put-out? The baseball public has given the answer by adopting an opinion into a proverb, "Tinker to Evers to Chance." The phrase specifically means a perfect double-play, but its larger meaning is perfect teamwork. There's more to the winning of a game than a good double-play. Fielding and batting, there are nine men on a team, and even the substitutes on the bench are necessary. Tinker, Evers, Chance, were stars, but the Cubs were the champions,—the whole Chicago team.

The same in our business. The agent, the general agent, the company officer, each may be a star. But it's the "Tinker to Evers to Chance" that makes the play, and it's the teamwork that makes the company win.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Speak at Northwestern Mutual Meeting



M. J. CLEARY, President



GRANT L. HILL, Agency Director

Garment Workers Plan Group Cover

Employers and union (CIO) garment workers throughout the country are considering the adoption of a group life, accident and health insurance plan similar to that which has been in effect since last July among Chicago union garment workers. Requests for such a plan have been received by the Amalgamated Clothing Workers of America (CIO) from Rochester, N. Y., Philadelphia, Baltimore, Milwaukee and other cities. It is said there are about 250,000 workers in the country who would become eligible to secure the insurance. Introduction of the plan in Chicago and elsewhere depends upon negotiations being undertaken with employers, who in most instances probably will be asked to bear one-half the premium cost, and also upon the securing of state licenses for Amalgamated Life & Health of Chicago. This stock company, formed a year ago by the workers to underwrite the Chicago plan, succeeded the old pension and unemployment insurance fund of Chicago garment workers which was started in 1923 and was automatically terminated when social security went into effect. The company would be the vehicle for the national plan.

Benefits That Are Proposed

The benefits provided in Chicago and contemplated elsewhere are \$500 life insurance in the yearly renewable term form, with the privilege of conversion to ordinary life on the American Experience 3½ percent basis, with full nonforfeiture values; \$10 weekly benefit for accident from the first day for 15 weeks, and 10 weekly sickness benefit for 15 weeks, with first week elimination. It also is hoped to incorporate hospitalization, but this will depend upon the ability of Amalgamated L. & H. to build up its funds. The old unemployment fund plan called for payment of 1½ percent of the workers' wages by employers and workers, or 3 percent in all. Rating of the proposed insurance would be on a sound accepted basis, and on experience of various groups. It was said that one national group would not be written.

Has Large Potential Backing

The June 30 figures, according to M. B. Kerman, secretary, who is president of Amalgamated Trust & Savings bank, Chicago, institution owned by the workers, shows assets \$420,000, consisting of \$70,000 cash and \$350,000 U. S. government bonds. Capital and surplus each are \$200,000.

However, the company has potentially large finances, since the workers'

Ackerman Appointed Connecticut Dean

NEWARK—Laurence J. Ackerman, professor of insurance at the University of Newark, has been appointed dean of the new school of business at University of Connecticut, Storrs, Conn. He will assume his new duties in August.

Trained at the business school of the University of Pennsylvania, Mr. Ackerman has become one of the most popular and outstanding of the younger insurance educators. He has worked closely with the insurance fraternity and for several years has been educational director of the New Jersey Association of Insurance Agents and the Life Underwriters Association of Northern New Jersey.

The executive committee of the life underwriters association will hold a farewell luncheon for Mr. Ackerman Aug. 4 at the Downtown Club in Newark.

Four-year-old Company Has Million Dollar Producer

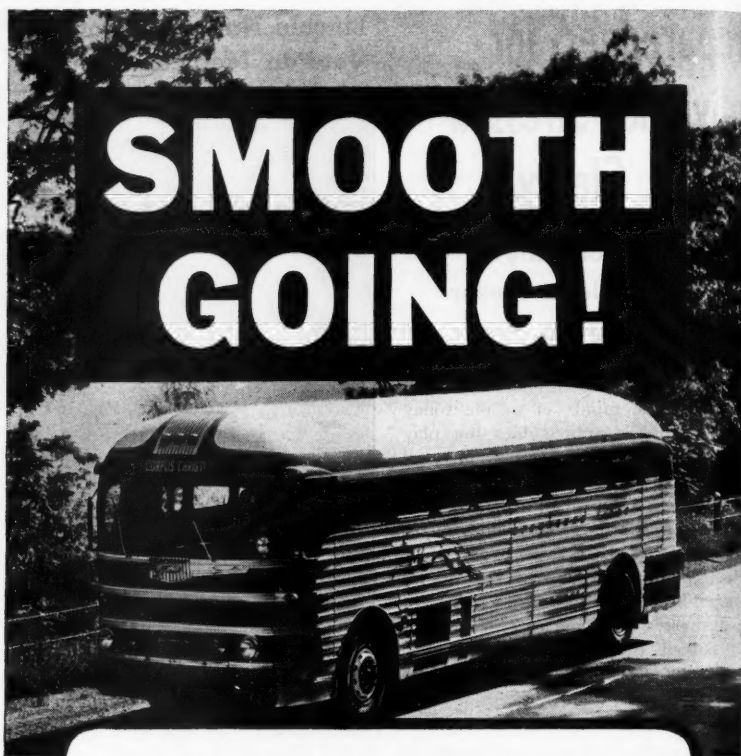
For the first time since 1937, a District of Columbia agent has qualified for the Million Dollar Round Table. Melville M. Meneffe, United Services Life, paid for \$1,059,090 for the year ending July 1. He is 31 years old and has been in the business but a little more than two years. None of Mr. Meneffe's business was written on a term basis.

The United Services Life, organized in 1937, is the youngest company in the country to have a Million Dollar Round Table qualifier, according to H. Kennedy Nickell, Connecticut General, Chicago, Round Table chairman.

old fund, amounting to about \$6,000,000, which now is administered under a trusteeship, might be employed, it was said this week, to invest in the insurance company to make possible giving the desired benefits. Stock of Amalgamated L. & H. is owned by the trustees of the fund. Samuel Levin, manager of the Chicago joint board of CIO garment workers, is president of Amalgamated L. & H.

James J. Schoaff, examiner of the Illinois insurance department from 1933 until last March, is manager of the insurance company, and is its only official who receives a salary.

H. O. Searle, Jr., California supervisor Northern Life of Seattle, has appointed Sidney Avner district manager at Long Beach, Cal.



That's Why Greyhound Uses Postal Telegraph



Phone*

SMOOTH, speedy, friendly service! That's what Greyhound, world's greatest bus line, gives. And smooth, speedy friendly telegraph service is what Greyhound gets. Because Greyhound—like many of America's smartest business firms—uses Postal Telegraph exclusively.

This same superior, economical service can be yours too—at any Postal Telegraph office. Or —

Postal Telegraph

*Charges appear on your phone bill

The New York Times

FRIDAY, JULY 18, 1941

Courtesy Clubs.

INSURANCE MARK SET BY EQUITABLE

Amount in Force on June 30
Was \$7,327,364,314, the
Company Reports

Life insurance in force reported by the Equitable Life Assurance Society of the United States rose to a new high of \$7,327,364,314 on June 30, Thomas I. Parkinson, president, announced yesterday following the semi-annual meeting of directors. This represents an increase of \$190,443,672 for the six months period. Payments by the society to policyholders and beneficiaries were at the rate of \$602,151 a day, against \$578,888 a day for the corresponding period a year ago.

Total admitted assets rose \$78,680,727 during the half year to \$2,643,146,907. If all the bonds had been valued on the basis of market prices on June 30, the aggregate value of assets would have been \$17,224,283 greater than stated, Mr. Parkinson pointed out.

"The experience of the Equitable during the first half of 1941," said Mr. Parkinson, "is encouraging in that it points to an increasing role of usefulness for the country's great thrift institutions in this

period of national emergency. The funds making up the life insurance reserves of the country constitute an important source of needed capital and the effort which America is going to be called upon to make will require the full and effective utilization of both government and private resources of credit.

"In the six months the society invested \$183,000,000 in securities other than governments. Much of this investment in corporate securities represented the provision of new money, directly, or indirectly, for defense activities."

Aggregate payments to policyholders and beneficiaries during the half year amounted to \$108,989,259, made up of \$70,052,313 in payments to living policyholders and \$38,936,946 to beneficiaries under death claims.

Mr. Parkinson remarked particularly upon the gain in group, hospital and accident and health benefits. On June 30 the number of certificates for accident and health benefits was 412,287 and for hospital expense benefits 297,509, approximately 85 per cent of these certificates including provisions for surgical benefits and many also extending the coverage to wives and children of certificate holders. The number of group certificates providing accidental death and dismemberment protection was 391,051 for a total face amount of \$575,021,029.

THE UNITED CORPORATION

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

A Mutual Company Incorporated Under the Laws of the State of New York

393 Seventh Avenue

New York, N. Y.

June Ordinary Up 7%; Year to Date Is 4% Ahead

New ordinary policies purchased in June amounted to \$594,000,000, which is 7 percent higher than the figure for June, 1940, according to the Sales Research Bureau report, and the year to date is 4 percent ahead. The report points out that for each of 21 consecutive months more than \$500,000,000 of ordinary had been purchased. Every month this year except January has shown an increase over the corresponding month in 1940, and the figures for the individual months are higher than those for any year since 1937.

All Sections Increase

All nine sections of the country show an increase over last year, the greatest gains in individual states being reported in Wyoming with a 29 percent increase; Arkansas, 28 percent, and Florida, 26 percent. If the comparison is based on the average during the five years, 1936-1940, the states with the largest increases are Virginia, 32 percent; North Carolina, 25 percent, and Alabama, 24 percent.

The volume figures and comparative percentages in the table below are based on the experience of 53 companies representing 81 percent of new ordinary in the country. The index figures are a comparison of current figures with the corresponding period during the years, 1936-1940.

Sectional Data

	Sales Volume in \$1,000	Ratio '41-'40 %	Index
U. S. total.....	\$ 594,164	107	101
New England.....	47,099	112	108
Mid. Atlantic.....	154,975	105	94
E. N. Central.....	134,008	108	103
W. N. Central.....	55,069	102	94
South Atlantic.....	63,413	106	115
E. S. Central.....	26,792	106	113
W. S. Central.....	45,385	104	98
Mountain.....	15,355	102	96
Pacific.....	52,068	116	108

Year to Date

	Sales Volume in \$1,000	Ratio '41-'40 %	Index
U. S. total.....	\$3,454,065	104	99
New England.....	280,202	109	105
Mid. Atlantic.....	939,233	101	93
E. N. Central.....	797,331	104	101
W. N. Central.....	319,271	102	94
South Atlantic.....	343,892	105	108
E. S. Central.....	140,463	110	106
W. S. Central.....	254,414	106	95
Mountain.....	86,247	100	93
Pacific.....	293,012	109	103

City Data

	Month %	Yr. to Date %
Boston.....	99	104
Chicago.....	100	97
Cleveland.....	103	104
Detroit.....	123	119
Los Angeles.....	105	104
New York.....	97	97
Philadelphia.....	109	107
St. Louis.....	90	101

Supreme Court Clears Way for Liberty-B.M.A. Merger

TOPEKA, KAN.—The Kansas supreme court Tuesday upheld a lower court decision dissolving a restraining order against the meeting of stockholders of Liberty Life of Topeka called to approve a reinsurance arrangement with Business Men's Assurance, Kansas City.

Stockholders of the Topeka company met promptly after the decision and approved the reinsurance agreement.

Some days ago, Glenn and W. B. Morris, brothers, instituted court action to block the Liberty Life-B. M. A. transaction. This is the action counteracted by the supreme court.

More than 80 percent of the stock was voted for the transaction, according to O. S. Allen, general counsel of Liberty Life.

It is assumed that the reinsurance agreement now will be consummated.

National Life Adds to Slattery's Title



D. BOBB SLATTERY

D. Bobb Slattery, assistant to the vice-president of National Life of Vermont, has been given the additional title of director of agencies. The title of Fred S. Brynn, agency supervisor, has been changed to assistant director of agencies. There is no change in their duties.

Loriman P. Brigham continues as superintendent of agencies and Karl G. Gumm as assistant superintendent of agencies, and their duties are not affected by these appointments.

Pennsylvania Tax Bill Is Passed with Exemption

Passage by the Pennsylvania house of the bill to exempt proceeds of policies left with life companies under settlement options from the four mills personal property tax of counties in that state puts the measure up to Governor James for signature, since the bill was passed several weeks ago by the senate. This gives the Pennsylvania State Association of Life Underwriters a batting average of 1,000 in its legislative program, whose two main objectives were the exemption measure and to defeat the savings bank life insurance bill. The latter failed to get out of committee.

The proposed tax would have been \$80 annually per \$10,000 of proceeds, four mills going to the county and four mills to the state. It is estimated on the present level of interest return this tax would have amounted to more than 25 percent of income on proceeds left with the company. The county tax was eliminated, leaving only the state tax of four mills or \$40 per \$10,000 of proceeds.

President A. B. Levy of the state association headed its legislative committee which worked vigorously to secure the exemption. G. N. Wade, general agent Ohio National Life, Harrisburg, state association vice-president, is a state senator and sponsored the tax bill.

Would Clarify Aviation Provision

ST. PAUL—Arguments were presented Monday in district court here in a friendly action brought to correct an error in the passage of a bill permitting life companies in Minnesota to write aviation exclusion riders. Through an error of a legislature clerk, the bill as finally passed and signed contained a clause which was intended to be stricken, making the law ambiguous and confusing. Contention of attorneys for the companies was that the intent of the legislature was to permit the exclusion riders. At present the insurance department is not accepting these riders for filing.

Occidental Life Names McRae Assistant Actuary

Earl M. McRae, a member of the actuarial department of Occidental Life of California, has been appointed assistant actuary. His entire business career has been in underwriting and actuarial work. Before joining Occidental Life in 1937, Mr. McRae had served with Great-West Life of Winnipeg for almost a decade and was serving as underwriting supervisor when he resigned to go with Occidental.

New Grand Rapids Officers

At the annual meeting of the Grand Rapids (Mich.) General Agents & Managers Association, these were elected: President, J. Leslie Livingston, Franklin Life; vice-president, H. J. Van Wolven, Prudential; secretary - treasurer, Frank Hamilton, Crown Life of Canada.

Richmond Managers Pick Officers

Jewell W. Tyson, general agent Massachusetts Mutual, was elected president of the Life Agency Managers Association of Richmond, Va. Other officers chosen were Jesse A. Hood, Union Central Life, vice-president; George T. Bryson, Sun Life, secretary-treasurer,

State Official Emphasizes Tax Payments of Companies

After receiving many inquiries regarding taxation of insurance companies in California, George R. Reilly, member of the state board of equalization, has outlined in detail the payment of taxes by insurance companies in the state since 1853. This, he hopes, will overcome some of the public's underestimation of the tax load carried by such companies.

He points out that collections in 1940 as reported by the U. S. Bureau of Census were more than \$103,000,000, constituting approximately 3 percent of total state tax collections. Insurance taxes are second in importance to public utility taxes. The first tax on a gross premium basis was imposed by California in 1862, and in 1903 the state began imposing a 2 percent tax on net premiums. The present rate of 2.6 percent became effective in 1921 and today yields approximately 5 percent of total state revenue. Receipts are expended for education, social welfare, relief, etc.

The 1941 tax, just assessed, affects over 700 companies and totals \$8,393,533.

and Spiller Hicks, Provident Mutual, executive committeeman.



"Here are just four reasons why!"

- Home Office TRAINING SCHOOLS, with two weeks of intensive study, are part of the development program for promising Guarantee Mutual Life men. Our next agency CONVENTION will be held next January at Hollywood-by-the-Sea, Florida.
- Guarantee Mutual Life FIRST-YEAR COMMISSIONS are liberal on both a percentage and on a dollar-and-cents basis, and have not been reduced to justify a reallocation of renewal commissions or the initiating of a retirement plan.
- RENEWAL COMMISSIONS during the first, second and third renewal years are "doubled up" without sacrifice of first-year commission.
- Guarantee Mutual Life's INCOME CONTINUANCE PLAN requires no contribution by the agent, and has been set up to embody both death benefits and non-forfeiture values before Age 65.

Write A. B. Olson, Agency Vice-President

for details of our

"BUILDERS OF MEN" Agency Plan

GUARANTEE MUTUAL LIFE CO.

OMAHA, NEBRASKA

Organized 1901

Hanselman in Full Charge of Agencies

Given Added Responsibilities by Union Central Following Clark's Death

CINCINNATI—W. F. Hanselman, superintendent of agencies of the Union Central Life, has been made an executive officer of the company and placed in complete charge of agency operations by action of its executive committee following the sudden death of Vice-president Jerome Clark.



W. F. Hanselman

Mr. Hanselman is well qualified to assume increased responsibilities, since he has been in active charge of the agency department since 1933. He went with the Union Central in 1924 following his graduation from the University of Michigan, serving as editor of its "Agency Bulletin." He later headed the sales promotion department, subsequently being appointed assistant superintendent of agencies. He was promoted to superintendent of agencies in 1933.

Mr. Hanselman was born in 1902 and educated in Cincinnati public schools, the University of Michigan, and the Cincinnati Y.M.C.A. law school.

Federal Investigation of Chicago Brokers Pending

There are indications that a general investigation by the U. S. Bureau of Internal Revenue of the social security practices of insurance brokers' offices is pending in Chicago. Complaints of violation have set the Bureau on the trail.

It sometimes happens where there are four or five brokers in an office employing a single stenographer or clerk, that none of them takes the responsibility of employer and files social security returns for the employee. Whether this is due to ignorance or neglect, federal officials warn, the situation must be rectified and violators are liable to prosecution resulting in stiff fines, prison, or both.

Will Revise Nebraska Code

LINCOLN, NEB.—Revision of the state insurance code has been definitely decided upon by the two committees now engaged in statute revision. One of these was created by the supreme court to revise the code of civil procedure and the other by the legislature to make a complete revision of existing statutes. To avoid duplication, the work of re-writing the insurance code will be turned over to one or two experienced insurance attorneys, who are expected to contact insurance interests generally and to receive suggestions from company executives. The present code was written in 1913, and the only additions to it have been through legislative enactments, one law at a time. Under the method indicated for adoption of the revision, the whole code will be up for approval or disapproval.

Snyder and Palmer Win Cups

The K. M. Snyder agency of Omaha won the Northwestern Mutual Life's general agents' achievement cup, it was announced at the annual convention in Milwaukee. Glen D. Palmer, Yorkville, Ill., won the district agents' cup. Regional district agents' certificate winners were: Paul Castner, Conn.; D. H. Tompkins, W. Va.; P. M. Isenbarger, Ind.; R. W. Winters, Ill.; Bragdon & Schwinger, Iowa; I. C. Renfrew, Kan., and G. A. Demeter, N. M.

A. L. C. Seminar on Investments Held

BLOOMINGTON, IND.—The 1941 Life Officers Investment Seminar is being conducted here by Indiana University under the auspices of the Financial Section of the American Life Convention and will be concluded Friday. The classes opened July 14 with an advance enrollment of 73, a slight increase over 1940 attendance, and some 58 companies represented. Fifty of these students participated in the 1940 seminar and thus have completed two years of the prescribed three-year course of study.

For the 1941 seminar, Dr. H. S. Sauvain, professor of finance Indiana University, as director of the course, assembled a fine faculty, recruited from leading universities and including prominent government officials and leaders in the investment world.

Prominent Men Lecturers

Among those who lectured are N. A. Bengtson, University of Nebraska; C. L. Benner, vice-president and chairman finance committee, Continental American Life; F. L. Bird, director of municipal research, Dun & Bradstreet, New York; W. J. Cunningham, Harvard; H. B. Dorau, New York University; H. D. Gideonse, president Brooklyn (N. Y.) College; C. O. Hardy, Brookings Institution, Washington, D. C.; P. M. Hauser, Bureau of Census, Washington; H. E. Hoagland, Ohio State University; Homer Hoyt, director of research, Chicago Plan Commission; A. W. Marget, University of Minnesota; P. B. McGinnis, Pflugfelder, Bampton & Rust, New York; C. E. McGuire, consulting economist, Washington; Glenn E. McLaughlin, National Resources Planning Board, Washington, D. C.; W. I. Myers, Cornell University; Marcus Nadler, New York University; F. H. Sterns, American Telephone & Telegraph Company, and R. T. Veit, Shields & Co., New York and Chicago.

Many States Represented

The students this year came from Ohio, Indiana, New York, Colorado, Illinois, Minnesota, Tennessee, California, Oregon, New Jersey, Texas, Alabama, Montana, Virginia, Missouri, New Hampshire, Massachusetts, Pennsylvania, Washington, District of Columbia, Iowa, Oklahoma, Utah and North Carolina.

Colonel C. B. Robbins, A.L.C. manager and general counsel, is associate director of the seminar. The subject this year was entirely different from that given in 1940, but was correlated so as to carry forward the course originally outlined, and was easily assimilated by those who did not attend the 1940 seminar.

Savings Bank Fund Reelected

President E. A. Richards of the East New York Savings Bank was renamed president of the Savings Bank Life Insurance Fund of New York, and all others on the board were reelected at the first annual meeting of the fund's trustees. Insurance in force on June 30 totaled \$15,334,499 on 18,914 policies as against \$9,564,515 on 11,653 policies a year ago. Insurance issued increased 27 percent over the first six months of 1940.

Disbursements Figure Lower

An error was made in the 1941 edition of "Unique Manual Digest" in relation to disbursements of Continental Assurance. The correct figure is \$5,473,494, and not \$35,613,673 as was shown.

Munro S. F. Assistant Manager

Donald W. Munro has been named assistant manager of the San Francisco office of Union Central Life. He formerly was with the West Coast Life in Oakland and is well known among insurance men on the coast.



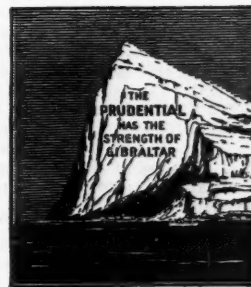
Mother Doesn't Need Their Help

This dutiful son and daughter would willingly go to work, if it were necessary, to maintain the comfortable home so long provided by their late father.

But their mother's heart is glad as she reminds them that such sacrifice will not be exacted of them, because their dad's life insurance will not only maintain their home but keep them both in school.

There are other dads who would like to make similar provision.

Show them how!



The Prudential
Insurance Company of America

Home Office, NEWARK, N. J.

Women's Division Tells of Work

An occupational survey of cases they have sold recently, the majority to women, was presented by members of the women's division of the Penn Mutual Life's Philadelphia agency, under Joseph H. Reese, general agent, at a luncheon of the division, with Mr. Reese as honor guest and Sophia W. Bliven, manager of the women's division, presiding.

A breakdown showed that about one-fourth of the business written was on teachers, 11 percent on stenographers and clerks in stores, 11 percent on nurses, 10 percent on women living on investment income, 10 percent on secretaries, 6 percent on housewives, and 4½ percent professional. A little over half the business is written on women under age 35, about one-third ages 35-50, and 16 percent over 50.

Woven Give Their Conclusions

Several women gave their viewpoints on what is more or less their specialty in the market. Marion DuPaul, once a music teacher, told of selling to school teachers. She said the reason teachers stand so high in the selling survey is that they have thoroughly analyzed their need for retirement income, one reason being that most schools have small retirement income plans of their own.

Marjorie Reed also told of selling among teachers. Ethel Bregen spoke of the market among nurses and gave experiences among nurses in eight hospitals. Nurses, working from hospital to hospital, provide an almost endless chain of contacts, she said.

Caroline Owens makes practically all her sales in small towns and rural communities outside of Philadelphia. She told of her experiences in that market.

Helen Stewart described selling in New Jersey. She said in what could be described as a series of nests.

Sells 23 in One Family

Naomi Allen has had 10 years of selling, mostly among women in homes. Mrs. Allen wrote three generations in one family. Starting with one contact, she sold to the grandfather and his wife, their son and son's wife, the grandson and granddaughter, and the granddaughter's husband, and so on, for a total of 23 policies on 10 lives for a volume of \$238,300, to which were added five cousins.

Three other speakers were Eleanor Beeten, who was the first underwriter in the division; Josephine Dietz and Helen Heydrick. Mrs. Heydrick, after raising a family and assisting her husband to start in the life insurance business, chose that profession for her own career.

Of this group of women participating in the program, Helen Stewart last year was the leader, with \$204,394 on 58 lives. Caroline Owens, second, \$172,092, 74 lives; Naomi Allen third, \$139,215, 30 lives; Ethel Bregen, fourth, \$119,767, 52 lives.

Mr. Reese told of his pride in the women's division, which was organized when President John A. Stevenson of Penn Mutual was Philadelphia general agent. He urged members to enlarge their group by recruiting, thus "improving your own significance in the business and broadening your field work." He drew attention to numerous places where women could sell while men could not.

Occidental Gains in Half Year

New paid-for life insurance of Occidental Life of California for the half year totaled \$40,746,925, an increase of more than 8½ percent over the same period of 1940. Life insurance in force increased more than \$17,500,000 to a new total of \$536,872,425, a gain of more than 13 percent. Admitted assets rose more than \$2,000,000 to a new total of \$75,728,017.

Penn Mutual Pays Woman, 96, Who Outlives Table

Mrs. Phoebe Ellen Turner, 96, of Springfield, Mass., has the distinction of having outlived the possibilities of the American mortality table and has been paid the proceeds of an ordinary life policy by Penn Mutual Life. She had purchased the policy in 1894 and the agent in the case, J. Frank Leslie, is still living at 81. He was selling for another company which did not insure women, so he placed it with Penn Mutual. At the time the policy was issued, Mrs. Turner was 49 and the mortality table rated her expectancy as 21.63 years. Her chances of reaching the age of 95 were three out of 100,000, that is out of a group who started at age 10. Already, at age 49, only 70,000 who had survived.

The tables assumed that the three who might reach 95 would have only half a chance to reach 96. Mrs. Turner was the exception to the rule. She is literally "one in a million" for of the people who outlive the mortality tables, an extraordinary few still have carried their insurance. Mrs. Turner still has all her mental faculties and comes of a line of long-lived forebears.

Exodus from Cities Creates New Market

A population movement from cities to the suburbs has been under way for some time and the end of the movement is not yet in sight, Prof. W. B. Bailey, Travelers' economist, states in a paper. This trend has its effect upon the insurance business as well as other enterprises, he said.

Transportation Is Improved

Improvement in transportation for the worker has been largely responsible for this shift. It has always been necessary that a worker live within reasonable distance of his employment. A farm house is located on a farm so that it is possible to reach it from the various fields with as little inconvenience as possible. When workmen are employed in a factory and the only means of getting to work is by walking, their homes are grouped about the factory, none of them more than a half an hour walk away. Those who were able to go to and from work with a horse and buggy were able to have their homes at a somewhat greater distance. When the railway came in, this enlarged the available area and gave rise to communities stretched out along the railroads. When the trolley car came in, it made it possible for the worker to get off at any street corner and built up towns along most of the main roads of the city running from the center out into the country.

Auto First Rapid Means

However, a really rapid means of transportation was not reached until the perfection of the automobile, Professor Bailey said. The radius of territory in easy reach from the city was increased by at least ten times. By a law of mathematics, this meant the available space was increased 100 times. Soon a network of hard-surface roads was built around the cities and the outlying districts grew rapidly.

Electricity was an additional stimulus to scattering urban population, Professor Bailey said. It made lighting, cooking and eating facilities in the rural homes as good as those in urban ones. The electric pump brought improved plumbing. The telephone and radio placed the world at the finger tips. Central schools and school buses improved

the facilities for education and the location of stores and movie houses in comparatively small towns obviated the necessity of driving to the city for shopping or entertainment. "Thus it has become popular for workers to enjoy life in the country with a small garden if they so desire and at the same time have most of the advantages and conveniences of city life," Professor Bailey said.

Retirement Income Prospect

The man who resides out in the country makes an excellent prospect for retirement income, Professor Bailey maintained. The one disadvantage of living in the country is that it makes coming into the city to work the more difficult. The rural dweller looks forward to the day when he won't have to go to the city each morning and is not worried about what he will do after he retires. There are always twice as many things to do on a country place as one has time for, he said, and the ruralite looks forward eagerly to a retirement which will give him a chance to tackle some of the big jobs he never was able to get around to doing. Also the man who has a country place should be a good prospect for mortgage redemption insurance, Professor Bailey said. He has

built or bought a place that he intends should be a permanent home for himself and his family and would hate to think that his family might have to give it up because they couldn't meet the interest and amortization payments if death cut short his income.

Verne Steward Publishes New Life Insurance Book

Verne Steward, 5471 Chesley avenue, Los Angeles, is the author of a new life insurance book, "How to Appraise Sales Personnel." He has appeared before many conventions and agency meetings. The price per copy is \$1. He has written a number of life insurance books. In this new work he discusses what selection is and does, economic functions of salesmanship, determination of employment standards, appraisal procedure, physical qualifications, mental equipment, personality traits, vocational interests, occupational experience, background for age 25 and under, financial achievement, group activities and contacts, marital and family status, financial capacity to survive the final rating. There is inserted a sales personnel rating chart. Mr. Steward says the goal of this book is "Qualified Career Salesmen."

Forty-Seventh Year of Dependable Service

- The State Life Insurance Company of Indianapolis, Indiana . . .
- Is a Mutual Legal Reserve Company Founded 1894
- Has Paid \$130,000,000 to Policyholders and Beneficiaries . . .
- Holds Assets of over \$54,000,000 for their benefit
- Issues Policies from Ages One Day to Sixty-Five Years
- Issues Policies on Male and Female Lives at the Same Rates . .
- Issues Policies with Double Indemnity and Disability Benefits . .
- Issues Juvenile, Educational Fund, and Family Income Policies.
- Issues Salary Continuance and Retirement Income Policies . . .
- Issues Many Other Standard and Up-to-date Policy Forms . . .
- Offers Agency Opportunities and Training for Those Qualified.

THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

J. D. Grannis Heads Three Metropolitan Cincinnati Managers Officials Advanced

CINCINNATI—New officers of the Associated Life General Agents & Managers of Cincinnati are: J. D. Grannis, Jr., Penn Mutual, president; G. D. Randolph, New England Mutual, vice-president; W. J. Mack, Northwestern Mutual, secretary-treasurer. Additional trustees include J. W. Austin, National Life of Vermont; J. C. Benson, Union Central; W. T. Craig, Aetna; I. B. Jackson, Massachusetts Mutual; L. B. Scheuer, State Mutual, and G. J. Woodward, Equitable Society.



J. D. Grannis, Jr.

Mr. Grannis is a comparative newcomer to Cincinnati, having been appointed general agent in 1938 after he had been unit manager in the Stevenson agency of the Penn Mutual in Philadelphia. He entered the business in 1920 with the Missouri State Life as an agent in that city, joining the Penn Mutual in 1931. He is a graduate of St. Albans, Washington, D. C., and the business school of the University of Pennsylvania, receiving a certificate from the latter in 1920. He saw service overseas during the world war, serving in the Black Watch regiment. He served as trustee of the general agents association in 1938 and 1940. He is a director of the Cincinnati Life Underwriters Association.

The next meeting of the association will be held in October. "Life Insurance Markets" is the theme selected for the year's discussions, for which program arrangements are practically completed. The year is expected to be an active one, particularly in view of the National Association of Life Underwriters convention in Cincinnati in September.

May Consider Common Stocks

Legalization of common stocks as life company investments, as suggested by SEC Commissioner Pike in his report to the TNEC, may be a topic of discussion when the New York legislature's insurance law revision committee has its next meeting, tentatively scheduled for mid-August at Bolton Landing, N. Y. The subject of common stocks was among those considered for future discussion last week when the committee met at Alexandria Bay to confer on automobile insurance. Legislation dealing with war clauses was also suggested as a discussion topic for the August meeting.

One Conn. Bank in Life Field

HARTFORD—The Connecticut Savings Bank of New Haven has filed a notice of intention to open a savings bank life insurance department under the recently enacted savings bank life insurance bill. It is the first bank to apply.

It is expected that Governor Hurley will receive nominations for the general board of trustees, to supervise savings bank life insurance this week and will then make his appointments. John P. Royston is handling savings bank life matters in the insurance department.

J. M. Sisk, supervisor in the Milwaukee agency of the Bankers Life of Iowa, is the father of a son. He is widely known as a former Marquette University and Chicago Bears football star.

G. N. Hoover, San Antonio, Tex., agent Lincoln National Life, following the convention was taken ill and confined to the hospital in Colorado Springs, but he is expected to return to active work within a few days.

T. B. Graham, Glen J. Spahn and E. P. Arnautou Get More Important Posts

NEW YORK—Metropolitan Life has advanced Thompson B. Graham, assistant secretary, to fourth vice-president; Glen J. Spahn, superintendent of agencies, to field personnel officer, and Emile P. Arnautou, assistant superintendent of agencies in Canada, to superintendent of agencies, succeeding Mr. Spahn in southwestern territory.

The field personnel division, of which Mr. Spahn will be in charge, is a newly organized division which will operate under Vice-president E. H. Wilkes and agency officers.

Mr. Graham, who has had charge of certain parts of field personnel work, will have important duties including those relating to the execution of company documents.

Mr. Graham was born in Louisville. He is a fellow of the Casualty Actuarial Society. He joined the Metropolitan in 1903 and was appointed assistant secretary in 1922. Mr. Graham has been active in improving field and home office service and relations. He is a brother of Vice-president W. J. Graham of Equitable Society.

Mr. Spahn was born in Culbertson, Neb., and was graduated from the University of Nebraska in 1927. Except for two months, Mr. Spahn's entire business career has been with the Metropolitan, which he joined in 1927 as an agent in Rockford, Ill. He was appointed manager at Madison, Wis., in 1934. In 1935 he was made assistant superintendent of agencies in the Great Lakes territory and superintendent of agencies of southwestern territory in 1937.

Mr. Arnautou was born in San Francisco. His Metropolitan career began there as agent in 1922. He was promoted to assistant manager and later was made manager of two California districts, serving in that capacity from 1932 to 1937, when he was shifted to Canada.

McGahan with Steadman Agency

R. J. McGahan has joined the Carl H. Steadman agency at Des Moines, Ia., as manager of the life department. The agency represents Continental Casualty and Continental Assurance. Mr. McGahan formerly was with Prudential in Des Moines.

Parsons Agency Has Outing

Eighteen agents were awarded prizes in the "Bingo" sales contest at the annual outing of the Bruce Parsons agency of Mutual Benefit Life, Chicago, held at Briargate golf club. In the three weeks of the contest \$800,000 of business on 60 lives was written. Prizes were awarded at a dinner to winners in a golf match. General Agent Parsons spoke briefly. While the men were at Briargate, women in the service and collection departments, and those of the Hintzpetter unit were Mr. Parsons' guests at a buffet luncheon. Winifred Ralston, who handles sales promotions, made the arrangements.

Installs Air-Conditioning

BOSTON—Air-conditioning equipment designed for year-round use, now being installed in the new 10-story home office building of the New England Mutual Life, will have the equivalent of 500 tons of ice per day to keep the building cool in summer.

Maj. Robert J. Guin, Atlanta general agent of New England Mutual Life, was honored with a luncheon by the members of the Atlanta Life Managers Club, to celebrate his 75th birthday. He has been with New England Mutual as manager in that territory 34½ years.

Action Against Burial Societies Begins in Mo.

SPRINGFIELD, MO.—E. J. Short, president, and J. M. Ryan, secretary-treasurer of Atlas Life Society, one of the largest burial societies in Missouri, have been charged with "wilful and negligent mismanagement" in an action by Prosecuting Attorney Moore of Carter county. Moore has asked the circuit court at Van Buren, Mo., to enjoin the two from doing business and to appoint a receiver for the society.

Moore charges that failure of the legislature to act on the suggestion of the supreme court that new regulatory laws be passed for burial societies makes it the duty of the circuit courts of the state having jurisdiction over such associations, including Atlas Life, to cause them to discontinue business and be liquidated for the benefit of policyholders and members.

Under the decision of the supreme court burial societies must quit business or incorporate as insurance companies subject to taxes and the strict regulation of the insurance department.

There are approximately 75 burial societies in Missouri with an estimated 700,000 policyholders. Atlas Society has some 80,000 policies and collects some

\$150,000 in premiums each year, according to Moore.

STRONG BURIAL BILL CHARGES

Newspaper reports from Kansas City and St. Louis this week carried the charge by Howard C. Harris, who is described as an "insurance man," that between \$20,000 and \$25,000 was spent in the Missouri legislature to defeat the burial association bill. Harris declared he spent \$2,000 of his own money entertaining legislators and trying to get the bill passed. The bill was defeated two days before the legislature adjourned. Harris is a Kansas Citian.

Harris, according to newspaper reports, declared that he was propositioned to pay a certain sum to buy a block of St. Louis votes for the bill. Harris asserts that two lobbies opposed the bill, undertakers of the larger cities in the state and life insurance companies.

O. D. Douglas, San Antonio, Tex., general agent Lincoln National Life, who has been confined to the hospital for several days after a heart attack, is making satisfactory progress, and it is expected that he will be able to return to his office within the next 60 days.



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THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul, Minnesota

Arnold Compensation System Extended

(CONTINUED FROM PAGE 1)

equalized costs between agencies and introduced a control over the cost to the company of securing and holding each unit of business."

Effect of Agents' Plan

A thorough-going analysis of the effects of the Arnold system on the earnings of agents and on broad phases of the company's operation was presented. The steady upward progression of renewal earnings paid to a steadily increasing number of agents was emphasized. It was pointed out that in 1940 13 agencies showed an increase of 100 percent or better in average renewals over those that would have been paid under the old plan, and nine agencies showed an increase of 75 to 100 percent. Estimates for 1941 indicate average increases of 100 percent or better over old renewals will prevail in 15 agencies, and 75 to 100 percent increases in 11 agencies with lesser gains in many others.

Save on Waste

The savings which make these increases possible for the men who are doing a good job of selling and servicing come from the elimination of waste which is reduced in a multitude of ways when the agent's compensation is geared directly to renewal premiums, the company's source of profits, Mr. Arnold explained. Turnover in agency organization has been markedly reduced, in 1940 being approximately one-third the rate in 1936, 1937, and 1938, before introduction of the system. Indebtedness of agents has been substantially reduced. Peaks and valleys of production have been levelled out to a considerable degree. Moreover, in 1940 the rate of gain in ordinary in force, exclusive of group, was 135 percent of the 1939 rate of gain and 184 percent of the 1938 rate. For the first five months of 1941 it has been 103 percent of the 1940 rate of

gain, 153 percent of the 1939 rate, and 242 percent of the 1938 rate.

"We are fully aware that improving business conditions have contributed substantially to this brighter picture. But these almost startling results have likewise proved to us the soundness of our move to face realities by adjusting compensation to present-day conditions. Moreover, these results have suggested that it is just good business to further implement the company's drive for sound selling and sound servicing by applying these same principles to the compensation of general agents and managers. The practical value of this move from the company's standpoint is obvious in view of the fact that it enables the company to keep its costs in its agencies strictly in line with the job being done in each agency in building man power, quality sales, and quality service."

Increase Renewal Overridings

Renewal overridings on business under the Arnold system in those general agencies which have been doing a quality job, as reflected in a high persistency rate, will be substantially greater than the old renewal overridings on the same business during the last six months of this year and will show a further increase in 1942.

The plan provides that the general agent will receive Arnold system renewal overridings on the business of his agents qualified to receive renewal commissions under the system. As in the case of sub-agents, general agents' overridings will be computed on the business of the past nine years and a flat commission will be paid for each \$1,000 of the business of each year of issue which renews over the base ratio established for the business of that particular year of issue. Branch office managers will be paid a bonus based on the yearly increase of Arnold system business in force in their agency.

Arnold Explains Principles

Extension of the Arnold system to the general agent's contract has been made only after prolonged study of the problems of the general agent in establishing a going, profitable agency under present-day conditions, Mr. Arnold explained. As a result, this new plan of overridings for general agents is designed not simply to make more money available to the general agents, a result which could easily be attained by adding to the agencies' expense allowances or providing other forms of subsidy. Such a solution, however, would merely add to the cost of business and would not help the general agent to attain financial independence and security.

Does Not Encourage Growth

"In our opinion, the standard general agent's contract does not encourage sound growth under present-day conditions where quality sales and service work are paramount. While that contract was suited to encourage rapid growth under conditions existing a number of years ago, it is not properly adapted to meet today's problems of agency development," Mr. Arnold stated.

"The cost of building a general agency has increased in recent years. As long as the basic contract remains unchanged to meet this increased cost, it can be met only in one of two ways—(1) either by cutting down the net earnings or personal income of the general agent, or (2) by resorting to various forms of special subsidy in order to make the old contract adequate to meet expenses. We do not believe that either of these is a satisfactory solution to the problem of rising costs, because lowering of the general agent's personal income breeds discouragement and unwillingness to attempt expansion; and attempting to offset the inadequacy of the contract by

adding a subsidy or special allowance from the home office inevitably leads to inequitable costs for business as between agencies and creates such uncertainty of the future for the general agent that all plans for growth and development of the agency become hazardous plans.

Profitable to Lose Men

"Quite apart from these problems arising from changing conditions, we believe that perhaps the greatest single detriment to the life insurance business from the standpoint of its public good will has been the failure of the old type of general agency contract to emphasize sufficiently the fundamental job of the general agent as one of building and holding successful agents. The old contract, far from discouraging failure and sharply rewarding the general agent for building successful men, frequently went so far as to make it profitable for the general agent to lose men. By contrast, the larger earnings under the Arnold system are paid only on the business of active agents currently under the system, thereby placing a high premium on the success and permanence of each agent.

Hard to Keep Costs in Line

"Under the standard general agency contract we have found that, regardless of the care used in the control of agency dollars, it has not been possible for the home office under present day conditions to keep costs strictly in keeping with the job being done in each agency in building quality man power, quality sales and quality service. An inadequate contract, with or without subsidy, can not be controlled in a manner which is equitable for the home office or for individual general agents, either one. We would be less than candid if we failed

to admit that our own costs in our various agencies have in the past ranged over a wide scale and have in many cases been substantially out of line with profit-producing result. However, by introducing the Arnold system which ties general agents' compensation strictly to profit-producing results and, at the same time, increases their earnings to a level adequate to pay for sound growth and quality effort, this situation can and will correct itself. In that process, a number of general agencies who have heretofore operated at low cost and have produced sound results will find their earnings immediately increased. Other agencies whose costs are currently out of line with the quality of the job being done will find, as they surely could only expect to find, that no increased immediate earnings are available. Yet even these latter agencies will find the job of getting costs into line and of paving the way to increased earnings vastly quicker and easier than could ever have been possible without the Arnold system. To all agencies the introduction of the Arnold system means the opportunity to increase actual dollar earnings by sound expansion and quality effort."

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Life Insurance Short Course Given at Purdue University

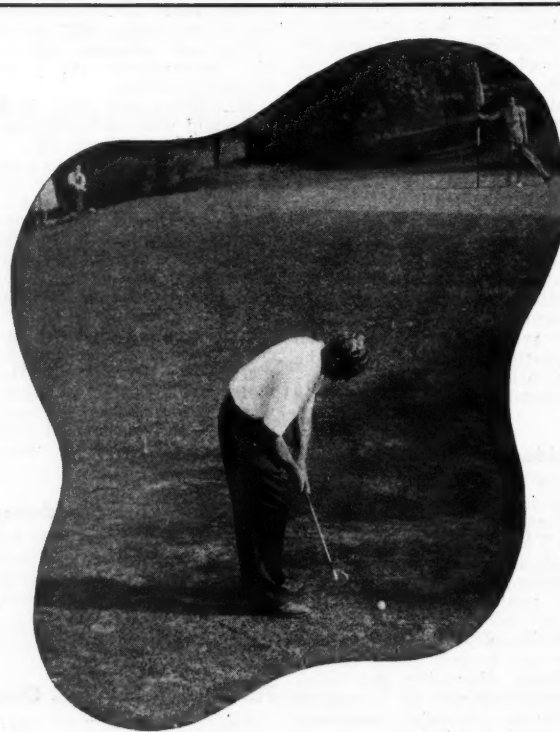
John D. Cramer, deputy Indiana commissioner, gave one of the feature addresses at the short course in life underwriting at Purdue University. He discussed "The Ethics of Life Insurance." Speaking before about 100 students, he took up in detail points from the code of ethics of the National Association of Life Underwriters.

Other topics discussed included determination of premium rates, types of contracts and contract analysis. Speakers were Walter H. Huehl, actuary Indianapolis Life, Robert L. Hill, Evansville general agent Northwestern National Life, and A. L. Odebrecht, assistant sales manager Farm Bureau Life, Columbus, O.

Purdue President Is Speaker

President Edward C. Elliot of Purdue spoke at the conclusion of the course. The session ended with a written examination covering a review of the work of the week, while the advanced course, open to all who previously have completed the basic work, opened July 21 to continue a week.

Plans and purposes of life insurance were outlined by Paul Speicher, R. & R. Service.



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Webb Says Life Insurance Is Finally Recognizing Agent

At long last the life insurance institution is giving thought to the economic problem of the agent, which he has been solving for the public all these years, Walter E. Webb, former executive vice-president National Life of U. S. A., and then vice-president of Hercules Life which took over that company's business, told the Long Beach & Orange County Life Underwriters Association at a meeting. For many years the life agent has been doing a job of institutional service for which he received no compensation, Mr. Webb said. He has been the "forgotten man."

"The life underwriter has been doing a job, doing it well. Instead of being too well paid, he has not been paid enough for his labor."

Greatest Step in 50 Years

Mr. Webb said the agent's institutional service was wholly incompatible with his relationship to the business for his compensation is commission, not salary, and is based on the business he actually sells.

This year, he said, marks the "greatest concrete advancement in the interests of the field man in 50 years. He is going to get a better division between present income and future rainbows. And it's about time."

"The life insurance underwriter has had 10 hard years," Mr. Webb commented. "He has lost income because insurance he wrote has lapsed, because new business has been hard to get and because the business has suffered from criticism. The only comedy relief to the situation has been the suspicion that he has been making too much money."

"And then, nearly half of what he presumably earns is actually as uncertain as speculation. This has been demonstrated in the losses in renewal commissions on insurance which lapsed, through no fault of the agent who originated the business. In this connection, the attempt to charge the agent with the large lapses and surrenders in recent years is amusing, for 95 percent of the business was written with an eye to persistence. The extraordinary terminations were due to one thing over which nobody, let alone the field man, had any control."

"There has been a depression. There are no depression immunity clauses in the policy or anything else which assures

him premium money or money from other sources so that he will not need to cash in his policies."

"The idea that great terminations were due to business badly sold in the beginning is fallacious. While unfortunate, terminations have demonstrated that life insurance as a rainy day fund has served its purpose. While it is too bad to see a man take \$500 and let his



WALTER E. WEBB

insurance go, some agent persuaded that man to create the fund of \$500 in case he might need it—which he certainly did. Jobs were lost, homes were lost, farms were lost. Do you know anybody who had anything who didn't lose some of it during the depression? Why should we expect more of life insurance?"

"It is all right to say that a man should hold on to his life insurance policy. And he should—but he doesn't. That's not the agent—that's human nature."

"There is nothing the matter with the life insurance business. And in more than 35 years I have seen nothing the matter with the life insurance underwriter that a little more income wouldn't cure."

(CONTINUED ON PAGE 22)

Knoxville General Agent to Head Chattanooga Also

Frank W. Dedman, who has been appointed general agent in charge of the

newly organized New England Mutual agency at Knoxville, Tenn., will also have jurisdiction over the Chattanooga agency. David A. Parks, former general agent there, will still head that agency, but it has been made a branch of the Knoxville agency. Mr. Dedman will take his post Aug. 1. He goes there from Newark.



Frank W. Dedman

La. General Agent Named

William Sonnier, Rayne, La., was appointed general agent by Knights of Columbus with headquarters in New Orleans.

Y. E. Sanders, Omaha, general agent in Nebraska and South Dakota, also will take charge of Wyoming.

L. C. Craig, assistant superintendent of agents, conferred with agents in Louisiana and Mississippi at Baton Rouge, La.

June production was the largest for any month in the last ten years.

Closer Cooperation Stressed

SAN ANTONIO, TEX.—W. W. Klingman, Dallas, Texas manager Equitable Society urged closer cooperation among field men and managers before the San Antonio Life Managers Club. He stressed the importance of agents always speaking well of other legal reserve companies whether large or small.

Northern Life Awards Service Pins

Vice-president D. M. Morgan of the Northern Life presented diamond-set pin, representing 25 years of service to George W. LaFray, assistant vice-president; H. C. Peterson of Seattle, and J. M. Bos of Everett, Wash.

Those earning 20-year service pins were Lloyd Peek, assistant vice-president; cashier E. C. Monsey, H. W. Morrill, G. R. Overton, B. S. Graham and Irene Simmons of the home office and J. A. Comstock of Spokane.

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EDITORIAL COMMENT

Reaching the Plain People

IN A recent issue of THE NATIONAL UNDERWRITER, July 18, appeared a most illuminating and instructive story in which the writer pointed out how a number of the smaller and medium sized companies are meeting with success since their agents are centering their efforts on what might be termed the "plain people," that is, those who appreciate their responsibilities, who are good citizens and thrifty but whose income prevents them from carrying more than \$5,000 insurance.

In this group, many of the excuses employed by the higher ups have no place. Many of these prospects are farmers, wage earners or others that have been favorably affected by the defense projects. They are found chiefly in the smaller points and rural areas. Such prospects are interested in straight protection. They desire to know what their social security benefits are and then they, with the help of an intelligent agent, can construct a simple life insurance program. There are no intricate problems involved.

The agents reaping the harvest are adept in qualifying their prospects; that is, they seek those who can spare enough to meet the premium and who to all appearances are insurable.

Such agents understand the people with whom they are dealing and are

quick to serve their fundamental insurance needs. They do not try to overload them. They evaluate them so far as their insurance protection is concerned by seeing them in their entire relationships. All obligations and aims are considered. Such agents are intensely human and practical people. They know how to adapt insurance to the basic needs of their prospects.

Agents dealing with such folk have no use for pension trusts, tax problems, salary savings, business insurance and the like. They need not be C.L.U.'s but they must love the plain people and be acquainted with their needs, not only just once, first hand. Here is a large profitable field where life insurance should play an important part.

After all there are comparatively few prospects that are concerned with life insurance in its larger amounts and its adaptation to their peculiar needs. They are found in the higher income brackets and they are vitally affected by present day conditions. They merit the attention of life insurance experts that are qualified to show how life insurance in its larger aspects can help solve their problems. Large commissions are mighty tempting but the agents who deal with the "plain people" should not be lured to a field in which they are not competent.

Getting the Winning Habit

WHEN a producer year after year shows an excellent record in new business, he contracts the winning habit. He needs some spur, some competitive factor to speed him up in his earlier efforts but he acquires a certain working pace. He gets the work habit fixed along definite lines. Then he proceeds more or less automatically because winning demands certain speed. That has become fixed.

For years Dr. C. E. Albright has been the foremost producer of the Northwestern Mutual. Undoubtedly when he became the top man, the maintenance of that position was a great incentive to work. He had an innate pride in his accomplishment. He acquired the winning habit and for 30 consecutive

years he won the prize for greatest volume. He needed no stimulus to reach the goal since his pace was set after years' experience.

In 1936, Dr. Albright realized that from a competitive angle he was doing his organization an injustice since no one else had the chance of obtaining the "AA" prize. Hence he withdrew from any further competition for honors.

But witness the effect of the winning habit. He is still the actual leader for last year he came close to \$3,000,000. The habit he acquired, the hard licks he put in, his industry, his intelligent prospecting still continue. You can not break the pace of that kind of a winner.

Getting at the Grass Roots

THE other day THE NATIONAL UNDERWRITER received a confidential letter from a young man in which he frankly ex-

pressed his own views as to his position and inquired of us as to whether we considered his view incorrect. He

is 24 years of age, graduated from college, had had no previous business experience, comes from a splendid family, is not afraid to work and gives promise of developing into something worth while.

He stated that he had entered the employ of an insurance office two years previously and had not gotten very far. He felt that with his education and training he should have advanced to a higher position. He declared that his duties were largely elemental and not such as to fasten his interest to them. He felt that he was becoming stale and he longed for some line of work that would be congenial and more inspiring.

We often find young men in a state of mind similar to our young friend who addressed us. Usually a college bred man gets uneasy because he feels that he is not being advanced more rapidly. It is our opinion that a young man of 23 or 24 years of age can well afford to do so called apprentice work for at least three years. That is, he should deal only with what might be called hack work, more or less menial operations, something that does not require much mental effort. However, in this process even if he is more or less of a glorified office boy he is learning

the business from the grass roots. He is becoming imbued with the fundamentals. It is highly necessary for a man entering any kind of business to know it from the ground floor. He should not become discouraged if he is given a chance to saturate himself with the primary functions. A beginner needs to know things elemental. The way to enter any business is to start at the bottom of the ladder and gradually work upward.

We have seen cases where a man has been started several rungs from the bottom. He has not been educated in the fundamentals. Thus he is handicapped all his life because he started too high up. It is highly necessary for business success to know the ABC's and so-called "reading, writing and arithmetic" come in mighty handy to one on the higher rungs. When one is thoroughly grounded in the primary functions and the elementals he moves much more rapidly when he does start upward. A young man laboring at the bottom should not allow himself to become stale but he should glory in the fact that he is working on the foundation and that needs to be strong. The apprenticeship years are highly necessary and point the way to years after.

PERSONAL SIDE OF THE BUSINESS

Maj. Trev Gillaspie of Lincoln, Neb., former agency supervisor for the Woodmen companies, has resigned as head of the Lincoln and Lancaster county Red Cross. He is now serving on the executive staff of the state military department, a position which now claims all of his time.

E. A. Stanley of Little Rock, state manager for American Savings Life and service manager for Arkansas for Reserve Loan Life, has been appointed a member of the board of control for the schools for blind and deaf for a term of six years.

Peter M. Fraser, vice-president of Connecticut Mutual Life, and **F. W. Cole**, general counsel of Travelers, have returned from a very successful salmon fishing trip to Anticosti Island, Can. Mr. Cole was credited with having caught the largest salmon ever caught at Anticosti. It hit the scales at 30 pounds.

Gerald F. McKenna, manager Continental Assurance, recently elected president of the San Francisco Life Underwriters Association, is wearing his right arm in a cast for three weeks as the result of playing "good Samaritan" in trying to untangle two automobile bumpers. Mr. McKenna was thrown to the ground, spraining an ankle and chipping the bone of his elbow.

Sam H. Cox, Portland, Ore., general agent of Western Life, was the company's leading producer for its club year ending June 30, thus qualifying for Pinnacle Club president at the com-

pany's annual convention at Glacier National Park.

Dr. John B. Steele's 30 years of service with the Volunteer State Life were recognized at a luncheon in his honor given by other officials and heads of departments. Dr. Steele, who is medical director and vice-president, joined the Volunteer in 1911, eight years after the company was founded. At the luncheon, high tribute was paid to Dr. Steele's work throughout the years by various members of the executive staff. Max Shoemaker, chief underwriter, was in charge of the program.

R. K. G. Rice, general agent of Equitable of Iowa in Baltimore, has been elected a trustee of Gettysburg College, Gettysburg, Pa.

The entire home office personnel of American Reserve Life entertained President **Raymond F. Low** at luncheon in Omaha in honor of his 50th birthday. July has been designated President's Month. The volume produced already exceeds that of any July in recent years and promises to be one of its greatest months.

DEATHS

Miss Julia Foster, home office cashier Volunteer State Life, died after 32 years of service. She joined the Volunteer State shortly after its founding. She had a wide acquaintance both in the home office and the field and was

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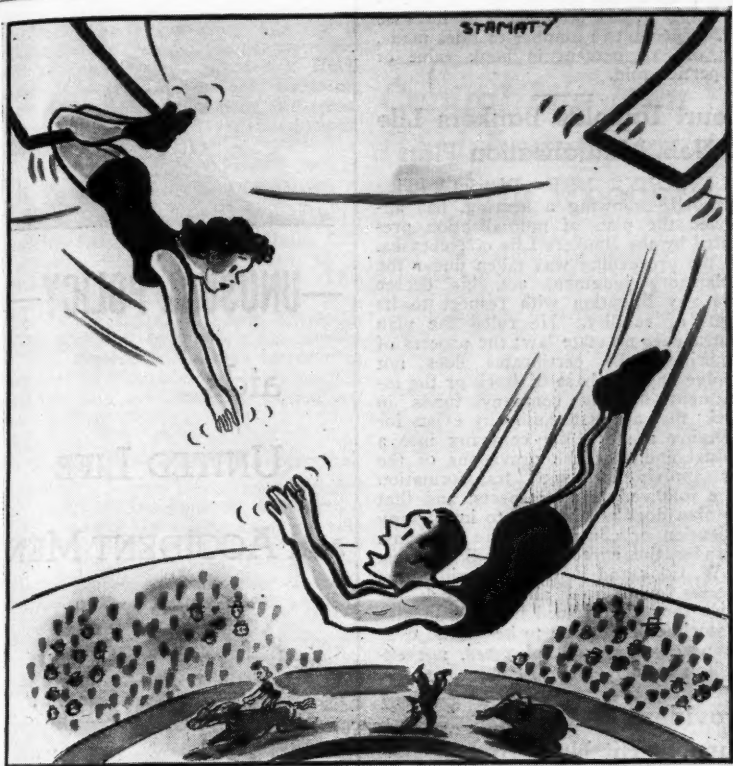
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MINNEAPOLIS OFFICE—500 Northwestern Bank Bldg., Tel. Geneva 1200. R. W. Landstrom, Resident Manager.

PHILADELPHIA OFFICE—1127-123 S. Broad Street. Telephone Pennypacker 3706. E. H. Fredrikson, Resident Manager.

SAN FRANCISCO OFFICE—507-S-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

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"Oops, Dear,—You'll find my insurance policy in the top drawer of my dresser."

beloved by everyone. She made it a practice to remember birthdays and anniversaries of every member of the company.

Lewis Berry, 59, special agent of Mutual Life of New York in the Fred C. Hathaway agency, Los Angeles, died from a paralytic stroke.

Mrs. Donna Wilson, mother of **J. Hawley Wilson**, Oklahoma general agent of Massachusetts Mutual Life, died at her home in Chicago. Mr. Wilson was in Chicago at the time, attending the managers school of the Research Bureau.

B. R. C. Low, 61, general counsel and a director of Home Life since 1928, died at his summer home in Bridgewater, Vt. He was a native of New Haven, and a graduate of Yale and the Harvard law school. He served in the world war and was well known for his volumes of verse.

Mrs. Howard Austin, wife of the former manager of the Prudential ordinary department in Kansas City, died there. Mr. Austin is still a personal producer, and Howard Austin, Jr., now is an assistant manager of the Prudential ordinary agency in Kansas City.

R. J. Dunning, 57, agency director New York Life at Springfield, Ill., died last week following a heart attack suffered on a golf course June 10. A native of Madison, Wis., Mr. Dunning had been with New York Life since 1919, first at St. Paul and then at Decatur, Ill., going to Springfield in 1937.

R. M. Bissell, president of Hartford Fire, chairman of the board of Hartford Accident and a director of Aetna Life and Connecticut General Life, died in Farmington, Conn., at the age of 79. He was for many years an outstanding leader in the fire and casualty insurance field.

Three N. Y. Courses for L.O.M.A.

The Insurance Society of New York has announced three courses designed to prepare students for the Life Office Management Association's six examinations. Course 3, preparing students for L.O.M.A. courses 5 and 6, will be given for the first time. Its instructor will be B. S. Johnson, assistant secretary Guardian Life of New York.

CALLED TO SERVICE

Spottswood W. Duke, associate general agent Ohio State Life, Cincinnati, is in active military service as a captain in the reserve corps and is stationed at Fort Thomas, Ky., where he formerly served as captain of the 10th infantry.

Robert W. Van Beynum, who was on the editorial staff of THE NATIONAL UNDERWRITER in New York, has been assigned to the headquarters squadron of the 1st interceptor command, air corps, at Mitchel Field, L. I. He had been in New York since April and previously in the editorial department in Chicago. He is the son of C. W. Van Beynum, Hartford, advertising and publicity manager Travelers, who also served with THE NATIONAL UNDERWRITER.

School for Association Officers

The Kansas Life Underwriters Association is holding a training school and conference for new officers of the 11 local associations in Topeka July 26. President J. E. Conklin, Hutchinson, is in charge of the conference, assisted by Vice-presidents W. J. Leonard, Manhattan; John S. Kerns, Pittsburgh, and W. A. Barton, Topeka; Secretary Guy C. Glascock, Hutchinson and past President Leo R. Porter, Wichita.

Hold Indianapolis Life Picnic

About 150 officers and employees of the Indianapolis Life attended the annual picnic Monday afternoon and evening. E. F. Kepner, assistant secretary, was master of ceremonies. President E. B. Raub complimented his associates upon the efficiency with which they perform their tasks. He said the company had made a good showing the first half year, both in new business production and investment program.

Commissioner Viehmann spoke in high praise of the cooperation the company has always accorded his office.

REJECTED RISKS

The latest thing in prospect card forms for use in hot weather is to have a space indicating whether or not the prospect has an air-conditioned office.

4,295
"graduates" give
it their O. K.!

... this
Union Central
educational course
for new agents



Just one of the many
modern training facilities
with which U. C. insures
the finest service for
its clientele

UNION CENTRAL LIFE INSURANCE CO.
CINCINNATI, OHIO

NEWS OF THE COMPANIES

Marked Sales Gain for Northwestern

MILWAUKEE—With sales showing monthly increases ranging from 6 to 16 percent during the first half of 1941, Northwestern Mutual Life is rapidly approaching \$4,000,000,000 insurance in force, which may be achieved before the end of the year, President M. J. Cleary reported at the annual trustees' meeting here.

As of June 30, insurance in force totaled \$3,984,613,178, representing 1,077,441 policies, an increase of \$57,405,531 and 17,094 policies over a year ago, and a net increase of \$35,880,446 and 8,892 policies since Jan. 1.

New paid-for business for the first six months amounted to 29,296 policies for \$109,330,219, an average of \$3,732 per policy. With an increase of \$10,654,098 compared with a year ago, new business was 10.8 percent ahead. In addition there was \$7,243,801 in revivals and additions, and \$1,466,805 in life annuities.

Total Income \$113,060,799

Income totaled \$113,060,799 for the first six months, including \$68,625,102 premiums, and \$27,885,413 interest and rents. Disbursements totaled \$74,723,753, and included taxes of \$2,792,270; 5,276 death claims for \$22,690,349, and dividends to policyholders of \$16,880,351. Policyholders and beneficiaries were paid \$53,713,781, and an additional \$9,118,465 were paid from funds left on deposit, principally under installment settlements. All payments amounted to \$62,832,247.

Assets reached a new high of \$1,396,631,083, an increase of \$37,631,435 since Jan. 1, and \$72,343,140 since a year ago.

Investments include mortgage loans totaling \$309,914,987, representing 18,503 loans. Included were 12,880 farm loans for \$79,775,324, a decrease of \$2,715,070; also 755 city loans for \$199,166,327, a reduction of \$2,834,667, and 4,867 residence loans for \$24,605,649, which were \$964,418 higher than a year ago, as well as a collateral loan for \$3,367,686.

Bonds Valued at \$885,578,320

Bonds with a book value of \$885,578,320 were included in the investment portfolio, and showed an increase of \$94,598,520 over a year earlier. U. S., state, county and municipal bonds amount to \$277,862,512, showing an increase of \$21,590,819; public utilities,

\$232,939,302, a \$69,802,950 increase; railroad bonds, \$165,612,907, up \$5,042,718, and U. S. government obligations, direct or fully guaranteed, of \$120,555,893. Industrial bonds aggregated \$14,791,948, an increase in these holdings of \$4,931,757.

Policy loans amounted to \$130,711,514, a reduction of \$15,345,796 from a year ago. Real estate is valued at \$37,356,385 and, in addition, home office property is carried at \$4,512,701, and land contracts on real estate sold totaled \$7,651,847. Cash totals were \$18,255,953.

The trustees appointed an examining committee of policyholders to review general business methods and practices of the company: G. B. Welser, vice-president Chain Belt Co., Milwaukee; W. A. McMillan, Milwaukee, president Burlington Mills; H. S. Vance, board chairman, Studebaker Corporation, South Bend, Ind.; Harold Kountze, president Colorado National Bank, Denver, and D. L. Brillhart, president Clement Company, Bethlehem, Pa.

Federal Life Makes Gains in First Half Year

Federal Life in the first six months this year increased new life insurance sold, life insurance in force, premium income, assets, surplus funds and average size of policies applied for. New life insurance increased 25.6 percent, and insurance in force July 1 was up 1.6 percent over the Dec. 31 total. Life department premium income rose 3.8 percent.

Assets totaled \$18,450,662, increase 2.6 percent, and free surplus rose \$782,262, increase of 6.8 percent.

This year promises to be one of the healthiest in the country's history from a mortality standpoint. Federal reported substantial decrease in death claims, in spite of increases in accidental deaths, particularly automobile accidents. The total paid policyholders and beneficiaries in the half year was \$1,167,944, and the total since founding in 1900 is \$57,937,498.

The average new life policy increased 14.4 percent, largely due to greater sale of three special types of life insurance, the family policy, mortgage redemption form, and the "streamliner" a combination life-health-accident-hospital contract.

President L. D. Cavanaugh reported a marked increase in demand for company owned real estate, particularly city homes and farms. In the six-month period the company sold 97 pieces of real

estate, compared to 54 in the corresponding period last year, an increase of 79.6 percent in number of sales made, and of 83.1 percent in book value of properties sold.

Court Upholds Bankers Life of Neb. Mutualization Plan

LINCOLN, NEB.—District Judge Chappell, following a hearing, has approved the plan of mutualization presented by the Bankers Life of Nebraska. As the proceeding was taken under the declaratory judgment act, his decree bars any litigation with respect to its terms of validity. He ruled the plan contravenes no state law; the process of acquiring trust certificates does not involve any purchase of stock or the investment of any company funds in stock; that adequate authority exists for changing a stock life company into a mutual and that the provisions of the law applying to such transformation were followed in all respects, and that the plan does not operate to impair any obligation or contract of the company.

Under the agreement H. S. Wilson, D. W. Cook and E. C. Ames will act as trustees, who hold all the stock for which they have issued trust certificates to stockholders, these to be retired over the necessary period of years, not exceeding twenty.

Provident L. & A. Assets, Surplus Hit New Highs

Noteworthy gains in all departments were reported at the close of the half year by Provident Life & Accident, making it the best six months in its 54 years. All-time highs were recorded in a number of instances.

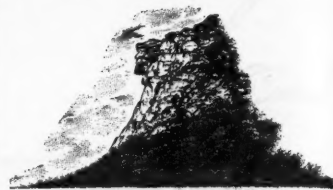
Assets increased \$1,132,000, making the total \$15,707,840, an all-time high. Surplus to protect policyholders gained \$227,641, reaching \$3,829,217, also an all-time high.

Accident and health premium income for the six months was \$4,152,000, a gain of more than \$500,000 over the corresponding period of 1940.

Life insurance in force gained \$10,871,505, making the total insurance in force at the mid-year \$158,603,309, an all-time high. Total premium income for the half year was \$5,494,197.

Moves Divisions to Hammond, Ind.

Guarantee Reserve Life is moving the auditing and mail order departments from Indianapolis to Hammond, Ind., and its advertising department from Chicago to Hammond. The home office and agency division will continue opera-



—UNUSUAL POLICY—

aids

UNITED LIFE

and ACCIDENT MEN

in

Prospecting

— and —

Sales

IT IS:

Life Insurance

+ Double Indemnity

+ Triple Indemnity

+ Non-Cancellable
Accident Disability

+ Waiver of
Premiums

For agency details write to
WM. D. HALLER, Vice Pres. & Agency Manager

UNITED LIFE AND ACCIDENT
INSURANCE COMPANY
CONCORD, NEW HAMPSHIRE

THE MANUFACTURERS LIFE

The business in force in the United States at the end of 1940 established a new record for the thirty-eight years during which the Company has been operating in this country. New business continued to show a consistent upward trend.

Over 28% of the new business issued by the Manufacturers Life in 1940 was on the lives of American citizens—who now own more than 20% of the total insurance in force. More than half of the Company's \$14,300,000 increase in business in force in 1940 was derived from the United States division.

INSURANCE IN FORCE, 604½ MILLION DOLLARS
(Including Deferred Annuities)
ASSETS, 190 MILLION DOLLARS

INSURANCE COMPANY
HEAD OFFICE
TORONTO, CANADA
Established 1887

tions in Indianapolis. A five-year lease was taken on a two-story building in Hammond in which the departments will be consolidated. Frederick Herrschner, Chicago, is president; Benjamin Jaffe, Chicago, vice-president and treasurer, and J. F. Kutak, Indianapolis, secretary.

Cal.-Western Second Dividend

A dividend of 50 cents a share on stock of California-Western States Life has been declared, payable Sept. 15 to stockholders of record Aug. 29. This is the second 1941 dividend. The first, 50 cents per share, was paid March 15.

The company in the first six months of 1941 showed 36 percent increase in new written business and 26 percent in paid pro rata over the same period last year.

Equitable Has Good Six Months

Equitable Society's insurance in force was \$7,327,364,314 June 30, an increase of \$190,443,672 since Dec. 31 and a new high. Payments were at the rate of \$602,151 a day compared with \$578,888 a day a year ago. Of a total of \$108,989,259 paid out, \$70,052,313 went to living policyholders.

Assets increased \$78,680,727 during the half year to an aggregate of \$2,643,146,907.

Vote United Capital Increase

Directors of the United of Chicago were authorized to increase the capital stock from \$200,000 to \$225,000 at a stockholders meeting. Plans for the increase were previously announced.

COMPANY MEN

Massachusetts Mutual Has New Educational Director

Following a successful six-weeks experimental period, conducting clinics with 16 agencies in the east and middle west, Hampton H. Irwin has been appointed educational director of Massachusetts Mutual Life.

A member of the Detroit agency since 1920, with a creditable personal production, his teachings are practical rather than theoretical. Since graduating from the University of Michigan in 1917, his avocation has been teaching. He had charge of insurance at the school of business administration at the university 1935-1940.

He was awarded the C.L.U. designation in 1932, and since then has conducted C.L.U. study classes at Detroit, Lansing, Grand Rapids, Flint and Toledo. He also has directed study courses in advanced underwriting, and has given weekly instruction in practical sales procedure in the Massachusetts Mutual agency in Detroit, where George E. Lackey is general agent.

Last April he conducted production clinics, sponsored by the general agents and managers, Chartered Life Underwriters and Qualified Life Underwriters of Detroit, with a capacity attendance.



H. H. Irwin

Dr. Faser in Full Charge

Dr. Henry M. Faser, who since November, 1940, has been superintendent of agencies Lamar Life, has been placed in full charge of the agency department with the new title of agency director. W. D. Owens, vice-president and secretary, who has been pinch-hitting in charge of agency work for the past two years, will be relieved of these duties.

Central Life Men Hold Annual Parley in North Woods

MINAKI LODGE, ONT.—More than 130 agents and their wives and families attended the annual convention of the Central Life of Des Moines here.

The meeting was marred by the absence of President E. H. Mulock and Mrs. Mulock, whose son, Hulbert H. Mulock, was killed in an accident while returning to Des Moines after graduating from Dartmouth.

Talks that had been prepared by President Mulock were read by H. E. Whiteley, assistant superintendent.

The convention theme was "Increasing Size of Average Sale" and the convention slogan "Up Your Sights." The opening day was general agents day with Ralph Seward, Lake Mills, Wis., explaining the purpose of the meeting.

Big Four Takes Over

The "Big Four" agency heads, E. L. Gifford, Dubuque, Ia.; Milford G. Fox, Appleton, Wis.; A. E. Osterheld, Stoughton, Wis.; and W. D. Moore, Cedar Rapids, Ia., then took over and were followed by Charles Kremer, Madison, Wis., who spoke on "What to Do to Up Your Sights"; Karl Anderson of Ohio on "How to Increase Average Size Sale," and F. L. Lundin, Minnesota supervisor, "A Spring Tonic."

The second day was devoted entirely

to recreation and a fisherman's shore lunch was served. In the evening the annual blind bogey campaign awards were given in the form of defense stamps. The Wisconsin agency put on a playlet written by Carl Kremer on "Building Up Minaki."

Agents' Day Held

Agents' day was in charge of Dr. Martin I. Olsen, vice-president and medical director. Talks were given by Frank Brown, Des Moines, who qualified with the largest average size sale, and George Andrews, Grand Rapids, Mich., who had the largest number of applications. Other speakers included N. J. Endres, Madison, Wis.; George Garrison, Salina, Kan.; A. B. Cramer, Dubuque, Ia.; Al Korbrl, Milwaukee, and J. B. Lindner, Cleveland. Company officials who talked included W. F. Poorman, vice-president and actuary, and A. D. Hoy and R. C. Campbell, assistant secretaries.

A costume ball was held in the evening.

The convention closed with the annual banquet at which three 25-year veterans spoke: P. P. Colgrove, Minneapolis; A. E. Lewis, Eau Claire, Wis.; and A. B. Olson, Los Angeles.

Bankers National Life Cruise

Led by President R. R. Lounsbury and Vice-president W. J. Sieger, some 80 leaders of the Bankers National Life were given a cruise on the "C. & B." from Buffalo, the trip taking seven days. Chief stops were Mackinac Island



AS FAITHFUL AS "OLD FAITHFUL"

Get Out Your Yardstick

All life insurance companies are not alike. You can prove it right from annual statements.

How many companies can show a mortality rate that constantly hovers near or below 40% of expected? How many can show consistent earnings of 4% on total assets during the past four years? How many can show a surplus that holds steadily above 7% of net assets? How many can illustrate a net cost of \$3.21 per thousand on a 20-year basis at age 35?

How many recorded a 14.9% gain in new paid-for production during 1940?

Combine such performance with the modern policies that meet modern needs . . . and you will understand why Mutual Trust can say "There is nothing better in life insurance."

MUTUAL TRUST LIFE INSURANCE COMPANY

135 S. LaSalle St.
CHICAGO

One of 24 purely mutual, net level premium, 3% reserve companies in the United States.

Advertisement



Proud is this Company of the many Bankerslifemen who, participating actively in affairs of their local underwriter associations, have willingly assumed positions of responsibility in those associations this year. A recently compiled (and probably not complete) roster of Bankerslifemen named to local association offices in recent months follows:

Horace E. Storer
Agency Manager, Indiana, President, Indiana State Association of Life Underwriters.

— BLC —

Walter Garnes
Agency Manager, Eau Claire, Vice-President, Chippewa Valley Underwriters Association.

— BLC —

John Siak
Agency Supervisor, Milwaukee, First Vice-President, Milwaukee Life Underwriters Association.

— BLC —

A. E. Gravengaard
Agency Manager, Portland, Secretary-Treasurer, Life Insurance Managers Association of Oregon.

— BLC —

V. A. Levoir
Twin City Agency, Second Vice-President, Minnesota Life Underwriters Association.

— BLC —

Hugo H. Schulz
Twin City Agency, Secretary and Treasurer, St. Paul Life Underwriters, Inc.

— BLC —

Henry Hager
Seattle Agency, President, Olympia Life Underwriters Association.

— BLC —

Gilbert Valley
Seattle Agency, Trustee, Olympia Life Underwriters Association.

— BLC —

Henry T. Lowe
Seattle Agency, President, Everett Life Underwriters Association.

— BLC —

C. A. Sharp
Mason City Agency, Vice-President, Mason City Life Underwriters Association.

— BLC —

W. A. Crowder
Agency Manager, Salt Lake City, President Utah Managers Association.

— BLC —

Joe Hinkes
Milwaukee Agency, Secretary, Wisconsin State Association of Life Underwriters.

— BLC —

Paul O. Day
Toledo Agency, President, Toledo Life Underwriters Association.

— BLC —

Troy N. Whitehurst
Agency Manager, Fort Worth, President, Fort Worth Life Managers and General Agents Club.

— BLC —

William K. Niemann
Agency Manager, Des Moines, First Vice-President, Iowa State Association of Life Underwriters.

— BLC —

Paul H. Burkman
Agency Manager, Cincinnati, Treasurer, Cincinnati Life Underwriters Association.

— BLC —

Ed Wheeler
Montana Agency, Secretary, Montana Association of Life Underwriters.

— BLC —

L. W. Spickard
Agency Manager, Milwaukee, Vice-President, Milwaukee Life Managers & General Agents Association.

— BLC —

BANKERS LIFE
DES MOINES COMPANY
Established 1879

and Chicago. Agency Supervisors Richard O'Brien and H. C. Freeman assisted. The number of qualified agents was considerably augmented this year. The company is having a good year.

Penn Mutual Holds N. E., N. Y. Regional

Penn Mutual Life agents from New England and New York state attended a regional conference at Northampton. Four seminars featured the meeting, each group operating its own seminar on whatever subjects of salesmanship came up by common consent. Seminar chairmen were B. R. Weston, Rochester; J. E. Hollyday, Boston; O. E. Carpenter, New Haven, and Paul E. Fiske, Albany.

The two speakers at the first meeting were Vice-president Eric G. Johnson and Second Vice-president Wallis Boileau, Jr.

Wives of those in the conference held a session of their own at which H. V. Krick of New Haven explained "Agents' Compensation and How They Use Their Time." Philip O. Works described "What Your Husband Sells" and Tower C. Snow of Buffalo gave "A Constructive Outlook." Mrs. Glenn S. Allison of New Haven gave the wife's angle.

At a general session C. R. Purser of Providence called for reports of the best ideas which had been brought out in the seminars. A. D. McBride of Rochester and C. R. Irwin of Boston described their use of planning books, and T. L. Cohen of Albany told how to coordinate programming with social security.

Session on Meeting Objections

Contributors to a session devoted to "Meeting Current Objections" were J. F. Dearstyn, Albany; J. R. Fox, Rochester; Donald Jacobs, New Haven; L. F. Jackins, Bangor; R. B. Mead, New Haven; J. F. Murrman, Boston; Justin Perkins, Boston; C. H. Rollinson, Jr., Rochester; T. F. Twohey, Jr., Springfield, Mass. and M. B. Wayman, Albany.

At the concluding session President John A. Stevenson presented his address on "Our Company," a condensation of the "report to our trustees in the field" which Mr. Stevenson had given at the recent general agents' conference. His address was replete with figures on every phase of the business and was illustrated with huge charts.

The Penn Mutual agencies represented were J. T. Taylor & Son, John W. Coyne, Hector J. Daigle, Hugo R. Schmitt, Howard V. Krick, Carr R. Purser and Henry M. Faser, Jr., of New England; Philip O. Works, Harry W. Albright and Tower C. Snow of New York.

Ohio State's Anniversary Convention on Next Week

The 35th anniversary convention of the Ohio State Life will be held July 28-30 at the Greenbrier Hotel, White Sulphur Springs, W. Va. It is expected that more than 100 will attend. Business sessions will be held in the mornings, leaving the afternoons for recreation.

The convention will open Monday with the banquet that evening. Frank L. Barnes, agency vice-president, will preside. Superintendent Lloyd of Ohio and President Claris Adams will be the principal speakers. At the business sessions, B. N. Woodson, director of service Sales Research Bureau, will speak. General agency managers will arrive a day ahead for their usual conference, with a reception and supper Sunday.

Among the topics to be discussed will be building present organization, building new organization, changing markets, finding today's buyer, sales processes, and increasing the margin of profit. H.

D. Taylor, supervisor of agencies, and T. T. McClintock, manager accident and health department, will take part in these discussions.

The President's and Honor Clubs will also hold their annual meetings. E. M. Sinclair of Canton, O., a member of the Akron agency, and B. B. Knight, general agent Roxboro, N. C., have completed five consecutive years in the Honor Club and will be presented gold watches. Awards also will be made to E. J. Minch, Cleveland; D. A. Sheidler, Columbus; R. H. Long, Newark, and Mrs. Anne Bolte, Toledo, for outstanding production.

Protective Life Holding Convention at Niagara Falls

Headed by President W. J. Rushton and Vice-president A. C. Wellman, a party of more than 60 from Protective Life left Birmingham July 24 for the annual agency convention at Niagara Falls, followed by a cruise on the St. Lawrence and Saguenay rivers.

The Protective Club with a membership this year of over 40, largest in its history, will install the following new officers at the meeting in Niagara Falls: President, Winchester Graham, Columbia, S. C.; vice-president, Herbert Baum, Birmingham; secretary, R. W. Bishop, Guntersville, Ala.

T. J. Hammer, director of agency service, is in charge of the program. Speakers include Paul Speicher, R. & R. Service; John M. Holcombe, manager, and B. N. Woodson, director of service Sales Research Bureau, and Louis Roth, Mutual Benefit Life, Buffalo, member of the Million Dollar Round Table.

Northern Life Holds Its Convention in San Diego

President D. B. Morgan headed a group of home office officials and Northern Life Tower Club members attending the annual convention in San Diego, Cal., this week.

Agency Managers Harry Crow of Everett, Lloyd Moss of Yakima and R. R. Matthews of Seattle were on the program, with a group of home office officials including Irving Morgan, agency vice-president; D. M. Morgan, vice-president; R. W. Jones, home office representative; O. D. Sanford, assistant secretary; George Overton, agency organizer; W. L. Miller, group supervisor; H. O. Fishback, Jr., G. W. LaFray and Lloyd Peek, assistant vice-presidents. Mr. Peek was convention chairman.

With qualifiers coming from all over the company's territory, the representative from the farthest north was Manley Sweazey of Fairbanks, Alaska, and farthest east K. J. Petersen and F. M. Campbell of Minneapolis.

Following regular business sessions, the convention includes a side trip into Mexico, sightseeing tours, golf, fishing, a beach party at the Hotel Del Mar and the president's banquet and dance in the El Cortez Hotel, convention headquarters.

Travelers Agents to Green Lake

All life agents of Travelers with \$30,000 production written and paid in June, July and August, in Chicago, Peoria and Milwaukee, will attend a conference Sept. 11-12 at Green Lake, Wis.

The agents will be guests of the managers, with Benjamin H. Groves, Chicago manager, in charge. Most of the two days will be spent in recreation.

Woods Agency Meet Draws 200

A sales meeting attended by 200 was conducted by the Edward A. Woods agency, Equitable Society, Pittsburgh, at Ocean City, N. J. In attendance from the home office was Vice-President W. J. Graham.

A summer campaign for production during July and August was launched with the theme "Home Security." An

NOW IN OUR 75th YEAR

A milestone at which we are grateful for the steadfast confidence and good will that mark day-by-day relations between policyholders, field force and home office staff.

An anniversary in which we are striving to be worthy of continued leadership as one of America's oldest and strongest life insurance companies.



EQUITABLE LIFE of IOWA

HOME OFFICE • DES MOINES



17 HITS IN A ROW

STATE MUTUAL FIELD FORCE BATTING HEAVY

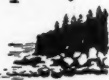
June was the 17th consecutive month that State Mutual showed a gain in paid-for business over the corresponding month of the year previous . . . gains for 1941 being gains over 1940 which were gains over 1939. Looks like a championship team.

State Mutual Life Assurance Company
of Worcester, Massachusetts

INCORPORATED 1844



Rugged as New England's Rock Bound Coast



"Information Please" session was conducted by William J. Cummins on current objections. Answers were received both from the panel and the floor.

Three Equitable Conferences

Three Equitable Society agencies will hold annual educational conferences at Waukazoo Inn, Holland, Mich. The Philip B. Hobbs agency of Chicago will gather there Aug. 18-21, the Robert R. Reno agency, Chicago, Aug. 21-24, and the Homer L. Rogers agency, Indianapolis, will follow.

Leading producers of the C. W. Streeter agency of the Equitable Society in St. Paul will have an outing at Breezy Point Lodge near Pequot, Minn., Aug. 27-29. About 100 are expected to attend.

American Reserve Life will hold its annual convention at the Broadmoor Hotel in Colorado Springs Aug. 18-20.

COAST

Promote Cal. Tax Amendment

SAN FRANCISCO.—Assemblyman T. A. Maloney, insurance broker, and Assemblyman R. H. McCollister, local agent of Mill Valley, have been appointed by the speaker of the California assembly to prepare the argument in favor of constitutional amendment 53 regarding premium tax and real estate offset, which will appear on the ballot. Indications are that there will be no argument filed against the proposed measure. However, under the California law any individual has a right to file such opposing argument with the secretary of state.

Wiedemann Agents Hear Bland

Frank W. Bland, Pacific Coast business manager of THE NATIONAL UNDERWRITER, addressed a meeting of the San Francisco agency of the Equitable Life of Iowa on "Social Security and Its Relation to Life Insurance" and "Motivation in Selling." The agency is under the direction of V. Webner Wiedemann, general agent.

Prepare to Examine "Analysts"

SAN FRANCISCO—Looking toward enforcement of the recent legislation for licensing and examination of so-called "life insurance analysts," the insurance department is now preparing examination questions for this classification. Cooperation of Dr. David McCahan, dean of the American College

of Life Underwriters, is sought in preparing for the examination. The California Association of Life Underwriters and the 14 local associations through the state are also cooperating.

Approve Commissioner Pay Boost

The measure increasing the salary of the insurance commissioner of California from \$6,000 to \$10,000 per year has been signed by Governor Olson. It was supported by insurance interests generally.

S. M. Greene, for 6½ years chief claims investigator in the Los Angeles office of the California department, has resigned to enter private business.

POLICIES

State Mutual Issues New 15 and 20 Term Policies

The State Mutual Life has issued new 15-year and 20-year term policies, available to age 50 on the 15-year plan and to age 45 on the 20-year. Both policies may be converted within seven years but not later than the 50th birthday. Annual premiums per \$1,000 follow:

Age	15 yr. Term	20 yr. Term	Age	15 yr. Term	20 yr. Term
20	\$10.82	\$11.07	36	\$14.02	\$15.37
21	10.91	11.19	37	14.46	15.97
22	11.02	11.32	38	14.95	16.64
23	11.13	11.46	39	15.51	17.39
24	11.25	11.61	40	16.13	18.22
25	11.38	11.71	41	16.82	19.14
26	11.52	11.96	42	17.61	20.17
27	11.67	12.16	43	18.48	21.31
28	11.84	12.38	44	19.46	22.53
29	12.03	12.62	45	20.56	23.98
30	12.23	12.89	46	21.78	...
31	12.46	13.20	47	23.14	...
32	12.71	13.54	48	24.65	...
33	12.98	13.93	49	26.33	...
34	13.29	14.35	50	28.18	...
35	13.64	14.83			

Connecticut Mutual Is Now Writing 15 and 20 Year Term

The Connecticut Mutual Life is now writing 15 and 20 year term policies. The 15 year term policy is convertible without medical examination at any time within the first 12 policy years and the 20 year term policy is convertible without medical examination at any time within the first 15 policy years; provided, in either case, that the insured be not over 60 years of age.

Both policies may be written with a waiver of premium disability benefit or an additional indemnity benefit similar to those now being issued in connection with 5 and 10 year term policies.

Limits of insurance, disability and

additional indemnity which now apply to 10 year term policies will be applied to 15 and 20 year term policies. Age limits are 20 to 50 on the 15 year term and 20 to 45 on the 20 year term.

Annual premiums per \$1,000 without disability and first year dividends follow:

Age	15 yr. term Prem.	15 yr. term Div.	20 yr. term Prem.	20 yr. term Div.
20	\$10.60	\$2.22	\$10.85	\$2.24
21	10.70	2.23	10.97	2.25
22	10.80	2.23	11.10	2.26
23	10.91	2.25	11.23	2.26
24	11.03	2.25	11.38	2.27
25	11.15	2.26	11.54	2.28
26	11.29	2.26	11.72	2.29
27	11.45	2.27	11.92	2.30
28	11.61	2.28	12.13	2.31
29	11.79	2.29	12.37	2.32
30	11.99	2.30	12.64	2.34
31	12.21	2.31	12.94	2.36
32	12.46	2.32	13.28	2.37
33	12.73	2.35	13.65	2.38
34	13.03	2.36	14.07	2.40
35	13.37	2.38	14.54	2.44
36	13.75	2.36	15.07	2.42
37	14.18	2.34	15.66	2.39
38	14.66	2.32	16.31	2.38
39	15.20	2.30	17.05	2.37
40	15.81	2.27	17.86	2.36
41	16.49	2.26	18.77	2.33
42	17.26	2.22	19.78	2.31
43	18.12	2.20	20.90	2.29
44	19.08	2.18	22.14	2.26
45	20.16	2.15	23.51	2.23
46	21.36	2.14
47	22.69	2.13
48	24.17	2.12
49	25.81	2.09
50	27.63	2.08

General American Continues Scale

The dividend scale for participating policies issued by the General American Life for its own account has been continued for the year beginning July 1, 1941, with changes for only two policy plans. These changes involve a reduction in the dividends payable on single premium retirement income and annual premium retirement income plans. Excess interest payments will be on the same scale as in the past year on policy proceeds left with the company under optional modes of settlement, and on dividends left on deposit under policies issued by the General American Life for its own account.

INDUSTRIAL

Order Vote of Prudential Wisconsin Industrial Agents

MILWAUKEE — The Wisconsin state employment relations board has ordered an election be held Aug. 1 to determine the collective bargaining agency of 450 agents of the Prudential in Wisconsin. They will decide whether they wish to be represented by the International Union of Life Insurance

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LIFE REINSURANCE—

STANDARD AND SUBSTANDARD

North American Reassurance Company

Lawrence M. Cathles, Pres.

99 John Street, New York

Agents, an independent labor union. The election, being conducted by a consent agreement between the union and the company, will be held in several cities where the Prudential has division offices. Most of the industrial agents, about 265, will vote at the labor board office in Milwaukee. About 15 agents in Superior and vicinity will vote in Duluth, Minn., and about 20 agents in Eau Claire and La Crosse areas will vote in Winona, Minn.

Last April the Wisconsin supreme court overruled a decision of the Dane county circuit court and dismissed proceedings against the Prudential by which the former Wisconsin labor relations board required the company to bargain with the International Union in cities where locals were organized. The ruling was based on the fact that the old labor board was abolished before the circuit court decision was rendered.

To Appeal Sound Health Ruling

Counsel for the John Hancock Mutual Life have applied to the appellate division of the New York courts for leave to appeal the decision in the case of John Hancock vs. Pink on the sound health clause in weekly premium policies. Under the New York law it is necessary to ask leave of the appellate division before an appeal may be made to the court of appeals. It is not expected a reply will be made before four to six weeks.

NEW YORK

WOLFSON MADE BOARD CHAIRMAN

S. S. Wolfson, general agent of Berkshire Life, has been elected chairman of the board of the Life Underwriters Association of the City of New York. He has served as director for many years and has been treasurer of the association since 1938.

D. B. Flugelman of the Recht agency of the Northwestern Mutual has been elected chairman of the agency committee. He has been a member of this committee and a director. He served as acting chairman of the agency committee part of the past year. In addition to Mr. Flugelman, T. H. Hodgkinson, Allen & Schmidt agency New England Mutual, and E. P. Donovan, Patterson agency of Massachusetts Mutual, were elected directors.

JUNE INCREASE REPORTED

The Life Underwriters Association of the City of New York estimates total sales of ordinary life insurance in New York City for June as \$46,387,000, compared with \$45,448,000 reported for June of last year.

Agents Reciprocity Bill

BOSTON—Governor Saltonstall has signed a bill permitting agents and brokers licensed in other states to come into Massachusetts to write policies provided they are licensed in states which extend this privilege reciprocally to Massachusetts agents and brokers.

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CONTINENTAL AMERICAN LIFE INSURANCE COMPANY

WILMINGTON • DELAWARE

A. A. RYDGREN, PRESIDENT • R. E. HALSTEAD, SUPT. OF AGENCIES

LIFE AGENCY CHANGES

Clayton Succeeds Lewis in Newark

Frank H. Lewis, Newark, the oldest general agent in point of service of Massachusetts Mutual Life, has resigned. He feels that he has reached the age when he is entitled to enjoy leisure. He has made marked progress



John E. Clayton Frank H. Lewis

in connection with a recent serious illness and plans now to make an effort to completely recover good health. He will be succeeded by John E. Clayton, well known Newark life underwriter.

Mr. Lewis started in life insurance as a clerk at the company's head office. His decided taste for selling life insurance was displayed successfully after office hours. In 1898 he was made cashier in the Jersey City agency, where he continued selling during spare time, and was appointed general agent the next year. He became Newark general agent in 1916, when the Jersey City and Newark agencies were combined. Under his guidance, sales have aggregated \$84,758,151.

Mr. Clayton started his life insurance career in 1918 as an agent of Northwestern Mutual in Newark. Selling \$1,000,000 annually the past 16 years, he has for 10 years been a life and qualifying member of the Million Dollar Round Table. He is a recognized authority on tax matters regarding life insurance and general estates, and has broad experience with pension trusts. He is chairman of the committee for trust company cooperation and a past president of the Northern New Jersey Life Underwriters Association.

Metropolitan Life Shifts New England Managers

Several changes have been announced by Metropolitan Life in the New England area. C. Edward Leary, manager at Westerly, R. I., has been transferred to Plymouth, Mass., to succeed Walter S. Price, retiring after 40 years with the company. Harry Segool, manager at Everett, Mass., will have charge of one of the districts in Providence, succeeding William A. Flynn, who becomes manager at Westfield, Mass.

Mr. Leary is a native of Leominster, Mass., and attended the University of Orono in Maine. After working for a shipbuilding concern, he served in the army during the war and then spent two years in an iron works. He joined the Metropolitan in 1921. After several

years as an agent in New London, Conn., and Westerly, he was made assistant manager in Westerly. In 1928 he became general assistant manager for New England and two years later was appointed manager at Westerly.

Mr. Segool is a native of Boston and joined the Metropolitan there in 1921 as an agent. Subsequently, he served as cashier in a Boston district and soon became manager. Since then, he has been in charge of several districts in Boston and Everett.

New Provident Mutual Agency at Columbus, O.

Provident Mutual has opened a new general agency in Columbus, O., with C. S. Ohsner as general agent.

Mr. Ohsner has been with Northwest-



C. S. OHSNER

ern Mutual in Columbus. He attended Ohio State University and has made Columbus his home for 18 years, all of them in life insurance.

M. P. Hughes, unit manager of the Imperial Life in Woodstock, Ont., has

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- ★ SERVICE TO POLICYHOLDERS

In its quarter century of experience Provident Life has steadily increased its capacity and enlarged its facilities to serve its clients throughout the Northwest.

Its sound growth and financial stability have not been retarded by wars, epidemics or panics occurring during these twenty-five years of progress.

With its traditional record of close relationship accorded both policyholders and representatives, Provident Life invites your inquiry.

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DISTRICT OF COLUMBIA
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NEW JERSEY
NEW YORK



been appointed branch manager at London, Ont.

Name Wyoming Manager

David S. Bethune has been appointed Wyoming manager of the Equitable Society with Cheyenne headquarters.

Wyoming business previously was handled through the Salt Lake and Denver offices.

A. B. Dalager, second vice-president held a meeting at Cheyenne to install Mr. Bethune. J. H. Harrop, Salt Lake City manager and H. Allan Nye, Denver manager and Wyoming agents attended.

Mr. Bethune started in life insurance with the Equitable in Helena in 1921. After a few years he became assistant agency manager at San Francisco and later was agency manager at Washington, D. C.

Imperial Has New Toronto Branch

The Imperial Life of Canada opened another branch office in Toronto. The "Toronto Downtown" branch at 20 Victoria street has been divided into two units, one of which has moved to new quarters at 320 Bay street. That branch will be under the management of Bernard Vise, a branch manager in Toronto since 1930. J. K. Shook, former manager of Imperial Life branches in Winnipeg and London, will manage the Victoria street branch.

Shreveport Office for Conn. Mutual

C. C. Warfield has been made district manager for Connecticut Mutual at a district office being opened in Shreveport, La., under supervision of the E. F. White Agency, Dallas. Mr. Warfield, formerly in Tyler, Tex., has been a leading producer for the company and qualified once as a member of the million dollar round table. His territory comprises east Texas, north Louisiana and southern Arkansas.

Killough Named at Amarillo

Joe Killough has become general agent at Amarillo, Tex., of General American Life. For eight years he was with the sales department of the J. C. Penney Company, then for two years he was in insurance business on the west coast.

Lee Wandling, Equitable Society manager at Wichita, has appointed Sol M. Brack, agent at Great Bend, Kan. He has been in the automobile business for 20 years.

W. H. Jackson has been appointed supervisor in the London, Ont., branch of the Great-West Life, which is under the management of D. C. Scott. Mr. Jackson has been with the company since 1935.

L. E. Brown, Wakefield, Mass., has joined the brokerage department of George F. Robjert, general agent for State Mutual Life in Boston.

Allison for Trustee Group Gets Campaign Under Way

The group backing Edward L. Allison, independent of Tulsa, for trustee of the National Association of Life Underwriters has issued a handsome prospectus setting forth their candidate's qualifications. Markham P. Johnson, Tulsa manager Fidelity Mutual Life, is chairman of the campaign committee, which includes many prominent southwestern life men.

Mr. Allison entered life insurance in 1925 after army service and varied business experience. In 1933 he formed a co-partnership with Frank M. Engle. He has been extremely active in service club and community work and is a long-time director of the Tulsa association. He became a C.L.U. in 1938. Stress is placed on the fact that he is a full time personal producer and has the field man's viewpoint.

Braun Takes New Post at Wheeling, W. Va.

L. Z. Braun, who was named by Continental American Life in charge of the new agency in



L. Z. Braun

Wheeling, W. Va., is a native of Wheeling, who entered life insurance work there in 1928. He has been in the business at Philadelphia for nine years, and since 1937, an agency manager there. Mr. Braun is a former educational chairman of the Philadelphia Life Underwriters Association, and is a C.L.U.

After spending some time in the home office to become acquainted with company practices Mr. Braun has taken up his new duties with office in the Hawley building, Wheeling. His territory will cover adjacent regions in West Virginia and four counties of southeastern Ohio.

ASSOCIATIONS

New Officers Installed by Chippewa Valley Group

EAU CLAIRE, WIS.—New officers have been installed by the Chippewa Valley Life Underwriters Association. They are: A. W. Hurst, National Guardian, president; Walter Garness, Bankers Life of Iowa, vice-president; Wallace Krentz, secretary, and Jean Chapman, New York Life, treasurer. Ben S. McGiveran, Northwestern Mutual, national committeeman, and Leo Duax, Equitable Life, retiring president, will represent the association at the National association convention in Cincinnati in September. Golf, entertainment and dinner are scheduled for the August meeting, which will be the annual ladies' day, at the Eau Claire Country Club.

Paul S. Nelson, Minneapolis manager Mutual Trust Life, discussed "Let's Take the Pressure Off." He said the present turbulent times have created a greater need and desire for life insurance by the American public, and urged that every salesman improve his work habits and selling technique so as to be able better to serve the public. Every man must establish a definite program so as to take care of situations which might affect the future of himself and his family when they arise. Since the pressure of the future is on the prospect, Mr. Nelson concluded, the life insurance agent can help to take that pressure off through judicious selling of life insurance.

Pittsburg, Kans. — Clarence Turner, Prudential, has been named president; Albert Brannum, Metropolitan, vice-president; Doris Coulter, Aetna, secretary; P. J. Akins, Mutual Life of N. Y., treasurer.

Wichita—Erma Frizell, Lincoln National Life, was named executive secretary at a meeting of the new board. President Lee Wandling, Equitable Society, appointed Vice-president J. O. Glover, National Life & Accident, as chairman of the program and activities committee and Claude Winchell, Prudential, chairman membership committee. Walter Trombold, Penn Mutual, was named to the board to fill the vacancy caused by the recent transfer of Wm. H. Nicholls, Jr., Penn Mutual to Grand Rapids. While the next regular meeting is not scheduled until Sept. 6, it is probable that a golf tournament or picnic will be held this summer.

Baltimore—A committee has been named to contact the various offices in Baltimore to procure volunteers to give

their blood to be processed into dried plasma for emergency use by the armed forces of the United States.

L. N. Towner, John Hancock, is chairman of the committee. A. H. LaMotte, Massachusetts Mutual, is chairman of the blood donor project in Baltimore.

Cedar Rapids, Ia.—Dr. H. J. Thornton, head of the department of history at the University of Iowa, traced the struggle for democracy from prehistoric times down through its various stages.

Canton, O.—Wayne C. Hammond, field assistant Equitable Society, has been elected president.

Petersburg, Va.—Wilson M. Brooks, Richmond manager of American National of Galveston, spoke on "Sowing and Reaping." He will talk on the same subject before the Staunton association July 25.

Dallas, Tex.—Stanley E. Martin, three-time member of the Million Dollar Round Table and general agent in Dallas for State Mutual Life, spoke on "Life Problems."

Buffalo—The annual outing will be held at the Transit Valley Country Club, Aug. 14. E. S. Diem is general chairman.

Miss Ruth Quamme of the Minnesota insurance department will be married July 26 to Leslie Hencir of St. Paul. Members of the department staff gave a party for her.

Equitable of Iowa Writes Large Pension Program

S. H. Kress & Co., which operates 250 chain stores, has completed an insured pension trust with the Equitable Life of Iowa. James J. Hoey of the Hoey & Ellison general agency, New York City, and Albert Rose wrote the business.

Employees earning \$3,000 or more a year who have completed at least 10 years of service, have reached age 30 and are not older than 55, are eligible to participate.

Retirement age is 65 for male and 60 for female participants. Retirement income benefits are provided equal to 35 percent of annual earnings up to \$15,000 per annum.

Policies are purchased by joint contribution, employees' contributions being limited to 6 percent of salaries.

Mo. Superintendent Suggestions

JEFFERSON CITY, MO.—Two more Missourians have appeared as possibilities for the office of insurance superintendent. They are J. W. Calhoun, St. Louis, former circuit judge who has strong fraternal connections and R. E. LaDriere, who is a St. Louis attorney.

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... and we have some profitable territory for a few men who would like to build permanent agencies.

We have not lost a single general agent during the depression years—and our first general agent is still with us! Write today for details on territory which may be available.



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BROKERAGE BUSINESS ACCEPTED
Modern Juvenile Contracts Full Benefits Age 5

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Chicago, Illinois

Preparedness Is Northwestern Theme

(CONTINUED FROM PAGE 1)

the important role that life insurance has played in the last trying decade. The very foundation of the American way of life is, he said, men who are personally free and financially independent.

Lauer Presides at Luncheon

Thomas Lauer, Joliet, Ill., association vice-president, was chairman of the Friendship luncheon for newer agents, production and club honor men and association officers. Ralph Hamburger, Minneapolis general agent, spoke on "Chevrons of Service."

In analyzing the common denominator of successful men, Mr. Hamburger said that leaders in every line of endeavor have a strong competitive spirit. Leaders have a burning desire to succeed, spurred on by a definite objective or incentive.

Urge to Win Driving Force

"The urge to win is a driving force in itself, it makes men do better than their best, for, strange but true, men will give a great deal more of themselves for honor awards of achievements and price of position than they will for mere dollars and cents. I have never known anyone to become a great salesman solely for the desire to earn money. There must be something beyond that."

Because no man can become successful in proportion to his capabilities if he is satisfied to be mediocre, to just get by, Mr. Hamburger likes to think of the honor club system as chevron stripes of service.

Winners from Hamburger Agency

Two of this year's honor winners are from Mr. Hamburger's agency, F. R. Olsen, winner of the AA prize, and Lewis Stearn, winner of the XX prize.

Mr. Hamburger urged agents to set a production goal and to "Start climbing—you can if you will—you must succeed."

Sterling Youngquist, Columbus, O., presided Monday afternoon. "Opportunities of the Life Insurance Business" were outlined by Irvin Renfrew, Hutchinson, Kan.

"ARTICLE OF FAITH"

The playlet written and produced by Laflin C. Jones, assistant director of agencies, Northwestern Mutual Life, entitled "Article of Faith," portrayed an older and successful agent conveying to a comparatively new agent how his faith had developed. His particular conception was built around an unusual interpretation of the mortality table.

The older agent explained that when things aren't breaking right, an agent "needs something to turn to, to restore his conviction that he isn't just going through a lot of motions." He admitted he worries about the war, inflation, government, taxes, interest rates, estate planning, business insurance and pension trusts, "but when I look at that mortality table and realize how basic it is in terms of the main things, the normal things, and the family-and-home-and-live-and-die things —

the things that abide and persist and endure—some of these other dislocations lose their force."

The properly trained life agent draws upon a wide variety of professions and occupations for the background of his work, E. T. Proctor, Nashville general agent, pointed out.

While a knowledge of medicine and law are helpful, it is impossible to overestimate the agent's debt to the teaching profession. Selling life insurance is almost entirely a matter of teaching people how life insurance will solve their problems. Psychology is important



WARREN LUNDGREN

in this regard as the agent learns that he must keep his proposal simple and understandable if his ideas are to be accepted. The zeal and enthusiasm of the preacher is also important in order to get a quick response to the presentation. An agent learns much from the accountant in offering suggestions on liquidation agreements, methods of valuation, etc. The social worker's profession is closely allied to life insurance and the problems of keeping a family together, balancing the budget, are all functions of a life agent.

An agent and the actor have much in common as they have to learn to present the same ideas in the same language over and over again without making them appear trite. The successful agent also must have the make-up of a professional athlete. He must have a competitive spirit. He must be in competition with himself and his own record and other members of his agency. He must learn to make some sort of a game out of his chores that are inevitable in any business. By keeping the spirit of play in his work, there is never a dull moment in this business. The life agent can also take a leaf out of the book of the professional politician whose chief stock in trade is his friends.

"Although there will be ample opportunity during the coming year to spend all of our time displaying our knowledge of geography, history and military science, the most patriotic thing we can do

is to urge our friends to take care of the defense of the home front and to lay by reserves for themselves and their families," Mr. Proctor declared.

Monday evening the association held its annual dance and floor show with S. L. Klarer, Milwaukee, as chairman.

Why Northwestern Session

Tuesday morning's session under chairmanship of Scott M. Burpee, Sioux City, Ia., was devoted to "Why Northwestern?"

Ralph W. Emerson, assistant director of agencies, presented a motion picture, "Fred Foresight Goes to Milwaukee." Scenes were shown in the home office of each department affected by Mr. Foresight's application.

A symposium on home office procedure was presented by Dr. R. W. Benton, assistant medical director; R. E. Perry, assistant secretary; P. K. Robinson, director of municipal bond research; H. R. Murphy, superintendent of real estate sales; G. M. Swanson, assistant counsel; J. A. Boyer, assistant superintendent of claims, and E. G. Fassel, assistant actuary.

In conclusion William D. Lane, Omaha, Neb., for the past two years a member of the examining committee of policyholders, spoke on "What I See from the Outside." He told how the committee goes about its work in examining and reviewing the general business methods and practices of the company.

Adon Smith, Charlotte, N. C., was chairman of the afternoon session at which seven successful producers told how they sell a particular type for a definite need, under the title "Are You Selling . . . ?"

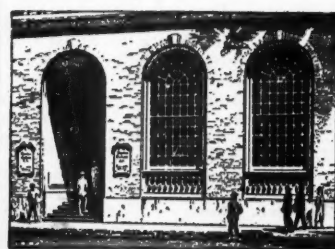
Glenn Dorr, Hartford, concluded with "Present Day Sales Opportunities."

In the evening the company entertained at a dinner dance in the municipal auditorium with Grant Hill as toastmaster. An inspirational talk was given by Dr. W. H. Kiekhof, University of Wisconsin.

Hill and Olsen Talk

The annual meeting concluded Wednesday noon after a program which featured a talk on "Enthusiasm Unlimited" by F. R. Olsen, Minneapolis, former president of the association and this year's "AA" production award winner, and a closing talk by Grant L. Hill, agency director. John A. Belows, Jr., Chicago, was chairman.

The three gears—selling process, office organization and study and research—have to be operated in unison for successful results, Mr. Olsen pointed out. Although there is no one right method of selling, it is imperative to have a track to follow which will fit



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Up to June 21 our gains in insurance for the year equalled our gains to September 4 in 1940.

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Room for a few more.

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sell a better policy for less and make more money!

. . . A real opportunity for the right man to qualify for a general agency contract with

CENTRAL LIFE of ILLINOIS

INVESTIGATE TODAY!

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The Colonial Life Insurance Company of America

Incorporated 1897

Forty-three Years of Satisfactory Service in Protecting the Family.

"Because there is a tomorrow, we serve today."

HOME OFFICE—JERSEY CITY, N. J.

all cases. Standardization and streamlining of office procedures is essential to avoid encumbering details. As it is more important to solve prospect's problems than to be a good salesman, it is necessary to study ideas which will uncover and solve problems.

Advantages of Life Insurance

In his concluding talk, Mr. Hill discussed current problems affecting the sales forces in many businesses and drew the conclusion that there are certain advantages for the life agent today. "We have and will continue to have our problems too, but how different they are. At least we always have a nice fresh stock of our product on hand to complete your orders as they come in. And come in they will.

"While increased taxes will undeniably cause some in the larger brackets to postpone purchases, you know as well as I the new sales levers that very situation gives you. For one thing, each of your policyholders and prospects is always a year behind on his income taxes and if the clean-up part of his present insurance estate was barely adequate for current income tax requirements, how about the situation when that tax will be increased from two to several times the present figure. Despite the known negatives in the picture there is no question but that the present life insurance market will continue with the tremendous upsurge of spending and buying. We may have to make them see their problem more clearly than in the immediate past, we may have to be a little more aggressive or persuasive, but the market will be there."

Special Group Sessions

Special sessions were held by the general agents, district agents, special agents and supervisors' associations. The Half-Million Dollar Club held a breakfast session and the Chartered Life Underwriters group met.

The women's program included luncheons and entertainment with Mrs. M. J. Cleary and Mrs. Grant L. Hill as hostesses, assisted by wives of assistant directors. Speakers were Mrs. George Rudiger, Washington, Ia., "Helping George Do It"; Mrs. F. A. Morse, South Bend, Ind., "A Build-Up for Father," and Herbert L. Cramer, general agent at South Bend, "The Helpful Wife—A Male Point of View."

Warren Lundgren, assistant director of agencies, assisted the Association of Agents committee in the preparation of the annual meeting and was in charge of home office arrangements.

Tribute was paid by the meeting to the late Wm. Ray Chapman, assistant director of agencies, who died May 17 at Johns Hopkins hospital in Baltimore. Widely known and esteemed by the agents throughout the country, Mr. Chapman had for a number of years, in addition to his departmental duties, assisted in organizing and developing the program for the annual meeting of the Association of Agents.

Lincoln National Lists Buyers

Managers and executives led all other occupational classifications in number of life insurance policies for \$10,000 or more bought the second quarter of 1941, the Lincoln National Life reports. They were first also in total amount of insurance thus purchased.

The groupings listed according to number of policies purchased were: Managers and executives, professional men, individual proprietors, salesmen, skilled workers, farmers, clerks, students, housewives and unskilled workers.

Listed according to total amounts bought in large policies, the classifications were: Managers and executives, professional men, individual proprietors, salesmen, clerks, skilled workers, housewives, students, farmers, and unskilled workers.

Sell more accident with "Why Disability Insurance" booklets. 100 copies \$2. Order from National Underwriter, 175 W. Jackson Blvd., Chicago.

LEGAL RESERVE FRATERNALS

Maccabees Holds National Meeting

Maccabees this week held its supreme review and field conference at Detroit, winding up a six-month production drive that netted \$4,928,886 new business in June and \$25,945,229 in the first half year. This exceeded quota by \$1,855,436.

There was a drill team exhibition Monday on the state fair grounds, a state managers and great commanders' luncheon and boat trips for adults and juniors. Tuesday was open for sightseeing with trips to the Zoological Gardens, Maccabees building, Greenfield Village and other points of interest.

A field conference was held Tuesday morning at the head office and a general session. There was also a meeting of the Green Cucumber Club for women only. Wednesday there was a production club breakfast, field conference, and general session, winding up with a banquet at which J. T. Lehr, secretary, was toastmaster. Supreme officers were installed at the final meeting Thursday.

Field Conference Program

J. E. Little, actuary and field manager, presided at the field conference Thursday, E. W. Thompson, head of the Maccabees, extending a welcome. E. V. Wood, Dallas, and Clark Wood, Lubbock, Tex., talked on payroll deduction; Robert Goldberg, Tacoma, on prospecting; N. C. Nelson, assistant secretary, on soldiers and sailors civil relief act and the military service situation, and J. S. Green, Alberta, on selling through lodges.

At an evening meeting, C. E. Moss, Georgia, spoke on writing new business in groups; A. F. Devine, Detroit, on programming; George Shelley, New York City manager, on selling quality

business and retaining it, and Supreme Commander Thompson presented production club emblems and certificates.

There were open forums Wednesday morning in which Walter Macklin, president of the State Managers Association, was chairman in a group discussion of the work of state managers and grand commanders; R. E. Morris, assistant actuary, presided in a discussion of family income and the new rate book; C. J. Payne, Omaha, covered the subject of sickness and accident; Dr. B. F. Black, medical director, underwriting; Mrs. Louisa Minor, junior director, a discussion of junior work; C. E. Cloutier, Canadian gold mines region, a discussion of Canadian problems; G. H. Weber, Oregon secretary, the work of state record keepers, and Henry Hopper, chief underwriter, occupational ratings.

Teams Awarded Drill Prizes

In the drill competition Monday over 75 teams from all parts of the United States and Canada participated. The winners in the evening were presented cash prizes.

At the first convention session, Commissioner Berry of Michigan and Mayor E. J. Jeffries, Maccabees general counsel, spoke. There followed a pageant.

There were 336 men and women who won trips to the convention in the campaign.

C. L. Biggs, recorder, reported an increase of 30,000 members, \$8,000,000 in assets and over \$25,000,000 insurance in force in the last four years. He also reported on the Maccabees' Home & Relief Association, which operates a great home at Chatham, Pa. Income of the association greatly increased.

A feature of Commander Thompson's report was recommendation the society issue hospitalization insurance. He said enough experience has been gained in

this field to make it a sound project, and he felt Maccabees should supply its members all their personal insurance protection needed. He urged study be made of this subject. He also asked adoption of a series of purely accident certificates. Another suggestion which he made was pedestrian insurance in the form of a permanent certificate that would not have to be renewed annually and would cover to age 70.

Abbanat State Organizer

Anthony Abbanat becomes state organizer for Catholic Knights of Wisconsin.



NEW!

Here's another brand new feature we have added to our sales kit, a new sales aid that would help YOU "influence people and rake in the \$\$\$\$'s."

HOSPITAL INSURANCE

ASK about this new addition to our complete line of legal reserve LIFE insurance plans.

FIDELITY

Life Association of Fulton, Ill.



Legal Reserve
Fraternal
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Since 1894

BEN HUR
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Home Office: Crawfordsville, Ind.

PERTINENT FACTS— SUPREME FOREST WOODMEN CIRCLE

Gross Assets \$ 34,832,388.00
Protection in Force 105,066,561.00
Total Membership 132,079
Organized into 2,653 Groves in 44 states
Benefits paid in 1940 to members and beneficiaries \$1,768,796.00
Dora Alexander Talley, National President
Mamie E. Long, National Secretary
Home Office, Omaha, Nebraska

THE WOMAN'S BENEFIT ASSOCIATION Founded 1893

A Legal Reserve Fraternal Benefit Society
Bina West Miller, Supreme President
Frances D. Partridge, Supreme Secretary
Port Huron, Michigan

Help Wanted

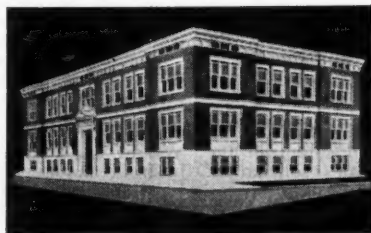
TO INSURE THE MEN, WOMEN, AND
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OVER 50 YEARS OLD

ASSETS NEARLY \$12,000,000.00

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Attractive Contracts for Responsible Representatives



STANDARD LIFE ASSOCIATION

LAWRENCE

KANSAS

sin, succeeding the late J. M. Callahan. Mr. Abbanat has been in insurance work since 1934.

Bus Tour Planned for N. F. C. Rally

A long scenic bus trip winding up with a buffet luncheon on top of Mt. Tamalpais is in store for delegates attending the annual meeting of the National Fraternal Congress to be held in San Francisco, Sept. 22-25, it was announced this week. The plans were made known following a conference between Alex. O. Benz, president Aid Association for Lutherans, N. F. C. head, and F. F. Farrell, the manager and executive secretary.

The trip will be held the afternoon of Sept. 24. En route the trip will take in San Francisco points of interest including Golden Gate bridge. There will be a stop in Muir Woods to inspect the giant Sequoia trees and thence the party will proceed to Mt. Tamalpais.

Arrange Special Train

A Presidents' special train has been arranged to provide a pleasure jaunt, with stops at Colorado Springs, Denver, Salt Lake City and Rainbow's End in the high Sierras. No provision has been made for the return trip as it is assumed those who attend will wish to return by various routes at their leisure.

The special will leave Chicago at 11:30 a. m., central standard time, Sept. 17 over the Rock Island railroad from La Salle Street station. It will be met at Des Moines by delegations from Minneapolis, St. Paul, Mason City, Ia., and other northern points. At the stop-overs there will be sight seeing trips with a tour at Denver to Lookout Mountain, and a dinner dance in the evening, Sept. 18.

Woodmen of World Reelects Officers

All officers of Woodmen of the World, Omaha, headed by De E. Bradshaw, president, were reelected at the biennial sovereign camp held at San Francisco. The theme was "Home Defense."

President Bradshaw's report showed the society's steady growth, not only throughout its more than 50 years, but last year. On Dec. 31, there were 346,827 members, an increase of 17,741 in the year. He also showed the increases in finances and the decreasing mortality experience.

A feature of the convention was distribution of the 335-page autobiography of Mr. Bradshaw entitled "My Story."

The death of Judge E. D. Henry, San Antonio, chairman of the judiciary committee and agricultural director of Woodmen War Memorial hospital in his city, was announced. This occurred in San Francisco while the convention was in progress and followed an appendectomy.

President Bradshaw named a legislative committee consisting of J. B. Cobb, Tennessee, chairman; J. M. Branch, Georgia; R. S. Cartledge, Alabama; W. C. Sigmon, Virginia; Earl Mays, Pennsylvania; R. L. Forgan, Oklahoma; J. L. Treadway, Louisiana; T. E. Newton, North Carolina; T. J. Taylor, Michigan, and S. C. Findley, Texas.

R. E. Miller, promotion director, explained the new training course for field men.

Pope Named Auditor and Ridgeway Office Manager

R. G. Pope was elected auditor of the Equitable Reserve to fill the vacancy caused by the recent death of W. G. Brown, one of the original organizers and for 44 years auditor. Mr. Pope has been connected with Equitable Reserve for more than 16 years, starting in the field department. He has been in charge of the commission and statistical

New Treasurer Is Named by Modern Woodmen



M. W. POWERS

M. W. Powers, Peoria, Ill., was appointed treasurer of Modern Woodmen. He succeeds Henry F. Turner, Paducah, Ky., former treasurer and member of the board.

By action of the head camp at Chicago in June, the treasurer was made an appointive officer rather than elective. Mr. Turner was reelected on the board at Chicago.

Mr. Powers goes to Modern Woodmen directly from the Illinois insurance department, where he has been in charge of examination work of fraternal societies and life companies for several years. He has been a member of the examination staff since 1933, and has a wide experience in accounting procedure.

The treasurer's office will be maintained at the head office in Rock Island, where Mr. Powers has assumed his new duties.

department at the home office and will continue to handle that work.

M. L. Ridgeway, assistant secretary and actuary, has been elected to the executive committee to replace Mr. Brown and has been designated office manager in charge of personnel and office practices.

Treasurer Hemer, A.O.U.W., Dies

J. H. Hemer, 84, grand treasurer of the Washington state branch of A. O. U. W., died at his home in Seattle, following a three-week illness in a hospital.

Webb Says Life Insurance Is Finally Noting Agent

(CONTINUED FROM PAGE 11)

"There have been two conspicuously constructive needs within the business. One has been a raising of the average field man's income, so that the average agent who composes the average makes more money, and the other has been an institutional campaign to 'soften up' the public for the field man's solicitation. Those are facts beyond dispute, proven beyond doubt by what I am about to say. The only thing that in my opinion is that these things should have been done long ago. The facts are proved by two definite actions recently taken.

"Committees have been set up to study the question of agents' compensation, and already companies are announcing new compensation and retirement plans for the man in the field. THE

NATIONAL UNDERWRITER, one of the oldest and most highly respected insurance journals in America, stated editorially within the past two months that 'already a number of companies have announced adjusted compensation plans and pension arrangements for the field force and it is predicted that within the next six months there will be more such plans announced than have been announced during the past fifty years.'

Even Institute Idea Not New

"As a matter of opinion, this has been talked about for more than 25 years and should have been done 20 years ago. Fact number two. The Institute of Life Insurance—an institutional method to inform the public on life insurance, what it is, and what it does, is the first, although long badly needed, movement which should result in a better public understanding, and receptivity to the agent solicitation. That, to my knowledge, has been under discussion for more than 20 years and should have been undertaken 10 years ago.

"So, the agitation, formal and otherwise, involving the status of the field man has resulted in these constructive measures of which he will be the beneficiary from now on. You will see more home office agency officers on their company board of directors, too. Another tardy acknowledgment of the importance of the field department of the business. If a man isn't big enough to be a company director—he is too small to direct agency operations.

Underwriter Coming Into Own

"This is really a great day for the life insurance underwriter. The institutional movement will make it less difficult for him to present his case and readjusted compensation will bring him better pay. Both ends are working toward the middle, which will bring higher average income actually received by the writing agent. That is the only kind of average that counts. All too frequently averages are statements of accuracy which prove something that is not so. Lop off the business produced by the small number of giant producers, and then strike an average and you will find the life insurance underwriters' income has been astonishing for how little—rather than how much.

"The major adjustment necessary is that one which will change the present situation by which the largest percentage of business is produced by a conspicuously small percentage of underwriters. When 70 percent of the underwriters produce anything like 70 percent of the business done, the average underwriter's income will be greatly increased. We cannot hope for that but there is room for a radical change in present ratios without approaching this Utopian condition.

Selection Is Little Changed

"How is it to be done? By selection? We have been 'selecting' men for the life insurance business for 25 years. The life underwriter today on the average is as he was 20 years ago. He is not bad now, nor was he bad then. He was good then and he is good now. There has been nothing wrong with him—the institution is now doing for him what it should have done 20 years ago. Years ago he got no training—and wondered where next month's rent was coming from. In later years he got too much training, but still wondered where next month's rent was coming from.

The National Association of Life Underwriters is a great institution and every underwriter should be a member of it and take an active part in what goes on. The current president, Harry Wright, is a field man who has built his business and his reputation, application by application, strictly on his merits. Wright, Zimmerman, and Engelsman—such men are doing much to bring about constructive changes. The most superfluous feature of the National association exemplifies the most unnecessary phase of agents' training in recent years—the Million Dollar Round Table.

"It would be far better to have a \$50,000 or \$75,000 or \$100,000 Round Table and an educational system that stimu-

Cuna Has Grown with Credit Unions

Considerable interest has been taken in the showing made by Cuna Mutual Insurance Society of Madison, Wis. Its premium income has grown from \$145 its first month to \$61,526 in March, 1941, five years and seven months after starting. It has assets of \$437,350, and has paid out more than a \$1,000,000.

Its growth reflects the rapid spread of credit unions in the United States. It writes insurance on a reducing term plan on lives of those who borrow from credit unions, protecting the balance of the loan. It was formed by the Credit Union National Association.

A credit union, organized within a well-defined group of people, usually employees of one industry or business performs three services, a method of saving money; with money thus accumulated, a source of loans to members and education of members in money management.

Plan Over 100 Years Old

Credit unions originated in Germany 100 years ago. The first credit union law in the United States was enacted by Massachusetts in 1909. Since then similar laws have been enacted in 43 states and, in 1934, the federal credit union law was enacted. There are now approximately 9,600 credit unions in the United States with well over 3,000,000 members. There are also credit union laws in every province of Canada and in Newfoundland. The Credit Union National Association consists of 43 state leagues of credit unions and the leagues of Hawaii, District of Columbia, and the provinces of Nova Scotia, British Columbia and Ontario.

Cuna Mutual operates for credit unions and for credit union members affiliated in the national group. It is managed by ten directors active in credit unions in various parts of the country. J. L. Moore, Oakland, is president; G. P. Farr, Detroit, treasurer; J. S. DeRamus, Chicago, secretary, and E. L. Shanney, Boston, vice-president.

lates the men in these brackets to increase their volume of business. The million dollar producer can take care of himself. The less said about him the better. Why give a man visions of a Castle in Spain when he can earn only enough money to buy a trailer? It's discouraging.

"If you can train a man and help him to produce up to \$200,000 annually—he will educate himself beyond that. The business has been training men to serve efficiently the 100 top men out of 10,000, where the education has been needed to enable them to capitalize the opportunities to serve the other 9,900, who make up the average policy purchase of less than \$3,000."

Country Life Convention

Country Life, one of the Illinois Agricultural Association companies, Chicago, will hold its annual convention at French Lick Springs, Ind., Aug. 22-23. About 200 agents and home office people are expected to attend. Plenty of entertainment has been lined up for the meeting, including a banquet Saturday night, but there will also be business sessions. Earl C. Emith, president of the Illinois Agricultural Association, will be the featured speaker at the banquet.

E. B. Raub, president of Indianapolis Life, is historian of the Raub Family Association, and is on his way by easy stages to the annual reunion which will be held Aug. 2 at Raubville, Pa., not far from Philadelphia. He will visit certain libraries on his way east, picking up further information regarding early experiences and achievements of the Raub clan.

The Great-West Life has been licensed in Ohio.

Sales Ideas and Suggestions

Seven Sales Opportunities for Agents Pointed Out

MILWAUKEE—Sales opportunities among seven different types of prospects were pointed out before Northwestern Mutual Life's agency convention here in a special "Are You Selling?" session.

In stressing the advantages of juvenile business, J. E. Ellerbroek, district agent Sibley, Ia., said it is not only worthwhile in immediate commissions but it is especially profitable as a means of later valuable business.

Mr. Ellerbroek sold 50 juvenile cases last December by using the following plan:

"Prospects: Valuable list from school enrollment. Own children attending school can add some names. Policyholder's children; Boy Scouts and newsboys. Weed the list. In a large measure juvenile sales are made to the parents who pay the premiums or work out thrift plans for children to pay premiums.

Uses Personal Letter

"Organization: Decide on proper pre-mailers and sales material to use to pave the way for first approach. I have had very good results with a personal letter and find that the parents do read the letter and it helps them to think that they themselves are making the discovery of why insurance is good for Bill or Susan. Approximately two-thirds of the parents followed up and interviewed, purchased contracts for their son or daughter.

"Proposal forms: Where it is possible to get date of birth, have memorandum form prepared in advance. The main idea is to have some brief direct proposal prepared and ready to use that indicates your special thought on this particular case. I usually get in an appropriate story, or two, then re-emphasize the general ideas of my letter, such as: (1) Necessity for early development of the thrift habit. (2) Wisdom of creating a cash reserve for later educational or business need. (3) Importance of the medical examination at which time the doctor can build up a desire for clean living in the minds of these young policyholders. (4) Advantage in juvenile premium rates. (5) Hazard of later uninsurability, both occupationally and physically."

Business Is Profitable

In 1933 Mr. Ellerbroek made his first organized effort for juvenile business and wrote 15 boys, during Life Insurance Week. All of the 15 policies are in force today and he has written five of these boys for second contracts for substantial amounts.

"Since one-fifth of our population is between ages 10 and 21, isn't it just good business to cultivate this field, make more money, and stay in the life insurance business?" Mr. Ellerbroek asked.

In selling women C. L. Egbert, district agent Kewanee, Ill., pointed out that women are more concerned about old age dependency than men and have demonstrated that they are more certain of continuing a plan to fulfill this need once they have adopted it. Women live longer than men, about four years, and have to think of retiring earlier in life. In many homes women are the budget managers and the ones who worry most about savings. They are interested in thrift and plans to help make them secure.

In many cases, women are more

open-minded and have fewer prejudices against insurance than men. Their needs for insurance are about the same as for men. They need money for retirement, protection for their dependents, and a safe savings plan.

Although he has had to write a larger percentage of \$1,000 policies for women than for men, Mr. Egbert has succeeded in getting some large policies so that his average female case is nearly as large as the male. Last year, approximately 30 percent of his cases were on women and about 25 percent of his volume. Women policyholders have shown higher persistency than men, which is a vital factor, he said.

Must Train Sights

"Since women's needs and situations are essentially the same as men, writing insurance for them is merely a matter of training our sights in that direction. Prospecting is our biggest job. It is usually more difficult to obtain a favorable interview with a woman than a man, unless you can be introduced by a mutual acquaintance. Centers of influence are consequently of great assistance with women. A center is usually more difficult to locate, but once you have found one, I have learned that she becomes more interested and gives more help to you than a man. Having arranged to discuss insurance on a favorable basis, a woman will not be nearly so dubious and she'll give your plan careful study. Once she has adopted it, she becomes a more enthusiastic booster for you than a man.

"The appeal to use in soliciting women is a savings plan. I tell them that I want to talk to them about our plan of saving money, and most of them will be at least willing to listen and talk about it."

Mr. Egbert asks male prospects and policyholders about sisters, girl friends, or, if married, wives or daughters, who might need insurance also. Most of Mr. Egbert's competitors overlook the women. Whenever he places a policy with a woman, he tries to get a lead from her. She usually has one or two very close friends. He keeps alert for girls and women on their first jobs or for promotions as they like to save better than men and are more willing to sacrifice to do it.

A hospital has developed into quite a "nest" for Mr. Egbert. Several nurses keep him informed of any changes in the personnel and also of each year's graduates. This group hasn't produced any large cases, but he has written a number of policies and the business stays on the books.

Successful Mortgage Plan

Hundreds of thousands of new homes are now being built, the bulk of them under FHA plans, W. C. Dunbar, district agent, Fort Wayne, Ind., declared in discussing mortgage insurance possibilities. From \$30 to \$35 a month will cover not only principal payments but also insurance and taxes on a mortgage of \$5,000. Ten years ago the monthly payments would have been \$50 plus insurance and taxes or a total of \$57.50. The margin between \$35 a month and \$57.50 is more than sufficient to meet the premium on a mortgage protection contract.

Furthermore, the need for such protection is more than twice as great as 10 years ago. While the former plans called for completion of the payments

in 10 years, the new plan requires 20 years. The period of exposure to the risk of death is twice as long and, because of the older age which is involved, is more than twice as great.

Furthermore, the new social security act makes mortgage insurance doubly necessary. With rent provided and a small supplemental income, the social security plan will go far in meeting minimum needs. But if rent must be paid, then the social security income is not sufficient—the widow goes to work—the social security payments are lost—and the situation is tragic.

County recorders have records of these mortgages, showing the names of the mortgagor, the amount of the mortgage, the interest rate, monthly payments, and the duration of the loan.

Uses Telephone Approach

Mr. Dunbar uses a telephone approach in which he explains:

"Our office has developed an unusual mortgage liquidation idea which will enable you eventually to pay off your FHA loan four, five, or even six years earlier, and we would like to discuss your own set-up with you. Now, in order to present a detailed illustration we will need just two bits of information—your birthdate, day? month? and year, and when is the most convenient time to see you?"

In this way he gets eight birthdates out of every 10 calls completed.

When Mr. Dunbar calls on a prospect he presents an illustration showing the balance due on his FHA mortgage at the end of five, 10 and 15 years. For example, if the prospect's mortgage is \$3,600 at 4½ percent interest, he pays \$22.79 monthly on interest and principal. Payments between the 15th and 20th year will cost him \$1367.40 but if he can pay off the mortgage at the end of 15 years it will take only \$1218.35 or a saving of \$149.05. By taking out a mortgage liquidation contract for a \$22.21 quarterly premium, he can build up a cash reserve large enough to pay off the balance due at the end of 15 years. After deducting the cash value and the savings on mortgage interest from the 15 year premium cost, the prospect will be ahead \$46.07 plus the protection given his dependents which would wipe out the mortgage if he should die during the 15 year period.

Effective Power Phrases

Mr. Dunbar offered some "power phrases" which are effective if used in the right places:

"Mortgage insurance buries the mortgage with the husband and gives the home to the widow.

"Where there is mortgage insurance it is the mortgage that walks out, not the family.

"If a man has enough money to buy an equity in a home, he has enough money to protect that equity.

"What will your widow say when the mortgage company asks her for its money?"

"There are two kinds of widows; widows with homes and homeless widows. Which will your wife be?"

"Is it not better to place the responsibility for completing the mortgage payments on the shoulders of the life insurance company than upon the slender shoulders of your widow?"

Ear to Ground Method

In selling retirement programs, Dewey Edson, Madison, Wis., points out the great advantages of the option settlement. People are living longer these days so it is necessary to consider plans for making retirement funds last longer through the use of settlement options.

Bernard Darling, district agent,

Opportunities of Life Agent's Job

MILWAUKEE—Twelve opportunities offered life agents were outlined by Irvin C. Renfrew, Hutchinson, Kan., district agent, a 25-year veteran, before Northwestern Mutual Life's annual agency convention here:

1. "I have a job, and it is just as good a job as I care to make it.

2. "It is a permanent job. I can work as long as I like.

3. "It is an unlimited job. I can work as hard as I like.

4. "I can quit this job when I get ready, if my policyholders will let me do so, and after I quit I will have nine years of renewal income coming into my mail box.

5. "My job has brought me better health. The opportunity of working outdoors.

6. "My job has interest and appeal. It challenges all of my powers. There is always something new to study and to try out.

7. "My job has given me a place of dignity and respect in my community. I do not have to apologize for my work or my company connections. I am proud of both.

8. "My job has brought me hosts of friends. Besides my home city, I have about 200 towns in the territory which I try to serve. In every one of them I have friends who know me, speak to me, and show their appreciation of the service I have been able to give them.

Confidence in Future

9. "My job has brought me confidence in the future. I have learned that in good times, life insurance is hard to sell, but it is easy to get your money if the sale is made; while in times of depression the need for protection is easy to demonstrate to the average prospect, and so it is easier to make the sale, but harder to get the cash to pay the premiums. Life insurance will persist for it is based upon human needs.

10. "My job has brought me prospects galore. I could be as busy as a cranberry merchant if I never tried to write another policy.

Satisfaction in Work

11. "My job has brought me great satisfactions. The greatest satisfaction is to feel that widows and orphans, old men and women will be \$8,000,000 better off because of my labors during the past quarter-century.

12. "My job has created a life insurance estate. My holdings are worth 100 percent every day in the year, and my worries and headaches are confined to the payment of premiums. My advice to you is to work faithfully in the life insurance business, and let the insurance company worry about your investments."

Green Bay, Wis., uses "the ear to the ground" method in securing business insurance prospects. Relaxed conversation about family corporations, friends and relatives in corporations have provided him with over \$600,000 in paid-for business during the past three years, representing about 50 percent of his business.

Professional men are better-than-average prospects, deserving special care, Frederick D. Leete, Jr., Indianapolis, pointed out. There may be some room for package selling in this group, but after one or two package sales have been made to the professional man he

definitely reaches a point where he needs some other attention.

In his information securing interview Mr. Leete doesn't stop at date of birth and an idea of the income but he asks the prospect, often an almost total stranger, exactly what else he has in the world in addition to his life insurance, where he keeps it, why he bought it and what he expects it to do for him. If the prospect dodges the question, Mr. Leete later restates the question in a different way.

Proposes Presentation

Mr. Leete analyzes the information and prepares a presentation. He uses few cost figures as he is selling an idea and not life insurance. He takes the attitude that he is working on a professional basis and is trying to suggest a cure to a financial situation.

Mr. Leete does not have a sales story. He uses the prospect's own personal story. "We try to show him how he can do, in whole or in part the job which he stated was a necessary thing for him to do. We have tried to lay out a goal for him to reach. Often we have set up a number of mileposts which can be reached one at a time or two at a time."

Capitalizes on Social Security

In approaching the young family head, D. H. Thompson, district agent Charleston, W. Va., told how he takes advantage of the social security program. "Instead of ignoring or criticising the social security act and its vast program, the average agent should be smart enough to realize that it is a mass movement far too big for us to hinder or to stop and that if we stand still it may roll right over the top of us or if we fight it, our efforts are entirely in vain. Realizing these things we will ride the crest of the wave of this great mass movement; we will get on its band wagon and use the force back of it to make sales for ourselves."

Mr. Thompson shows his prospect exactly how his insurance will function under the present set-up. Usually, it makes the prospect unhappy to see the haphazard way his insurance will be paid in the event of his death, particularly with the social security benefits thrown in. Mr. Thompson points out the no income period under the social security act and how life insurance can complete the picture.

CHICAGO

OPEN NEW CHICAGO SUB-AGENCY

The Marks agency has been opened at 100 North LaSalle street, Chicago, as a third sub-agency of the Mutual Benefit Health & Accident and the United Benefit Life under Redfield Associates, headed by C. Truman Redfield.

The Redfield agency will join with the Brink agency of Detroit in its lake cruise, Sept. 6-10, sending about 50 representatives to join the 150 or more from the Brink organization.

RECORD OF SMALLER COMPANIES

Some of the smaller companies find it hard going in the larger cities. They could spend the same amount of money and time in organization in rural districts or in the smaller cities and the results would be much better. For instance, in Chicago there is always a temptation for a smaller company to try and edge in on the life insurance field because of the concentrated number of prospects. Most of these companies have found that the money they spent should have been allocated to smaller points and the results would be much more satisfactory.

While there is naturally a concentrated population in a big city, yet the competition is most severe. The larger companies are well organized, well entrenched and have a superior organization. The smaller company is forced

to pay higher commissions to get agents and then often the agent finds that size counts much in the larger places. Those smaller companies that have succeeded have been content to employ a personal producer and then let him get two or three agents on whom he can rely. In fact, however, the business produced by the general agent himself is the main factor. Such an agent, however, has to be compensated on a liberal basis and many of his expenses paid. The smaller company writing life, fire and casualty or automobile in a large city is handicapped in many ways. When the record is studied of company by company in the smaller class in a large city, the story is not a very rosy one.

Arda C. Bowser agency, National Life of Vermont, Chicago—In the first six months business increased 171 percent over the same period in 1940 with fewer agents.

C. L. U.

Boyd Heads K. C. Chapter

KANSAS CITY—Bert B. Boyd, Northwestern Mutual, was elected president of the C.L.U. chapter here at its annual meeting. H. E. Kincaid, Mutual Benefit Life, was elected vice-president, and A. S. Ozburn, General American, secretary-treasurer.

Williams to Address Chicagoans

John P. Williams of Philadelphia, director of the educational committee of the American College of Life Underwriters, will address the committees of the Chicago chapter of C.L.U., Monday, July 28. The meeting, called by Roland D. Hinkle, president, will be held at noon in the LaSalle Hotel.

Mr. Williams will discuss the aims of the college and the revised examinations and preparation plans. The respective committee chairmen will outline proposed activities for the year.

Aetna Life Top Men Study Prospecting

(CONTINUED FROM PAGE 1)

time on the listeners were given a perfect barrage of prospecting.

Tuesday's session had as its chairman J. L. Unland of Peoria. N. M. De Nezzo, field supervisor from the head office, had as his subject, "Prospecting Talks," followed by a symposium on practical prospecting, the participants being T. R. Hemmens, Chicago; G. A. Lawton, Cleveland; S. F. Smithson, Little Rock; J. M. Tuthill, Minneapolis; J. C. Wade, Indianapolis; R. W. Wilkinson, Grand Rapids.

Agency Assistant W. C. Cousins from the home office closed Tuesday's meeting in a talk dealing with prospecting through accident insurance.

Prospecting Continued

J. R. Humble, South Bend, Ind., presided over Wednesday's session. L. M. Cathles, Jr., manager group department at Toledo, told what could be done in prospecting by way of group insurance. Field Supervisor W. F. Abbey from the head office dwelt on specialized prospecting. Superintendent of Agents R. B. Coolidge took as his subject "Program Significance." Mr. Whatley closed the business session. He presided over the banquet and presented

the golf prizes. There were no speeches.

The social part of the convention was in charge of Mesdames Whatley, Coolidge, Hiatt, and Abbey.

The leading cities in qualified regionnaires were Chicago, 15; Little Rock, 11; Toledo, 10; Cleveland, 9. There were 18 officials from the home office representing various departments, the agency division having seven.

Equitable Society Adopts War Clause as of July 31

(CONTINUED FROM PAGE 2)

dend accumulations and the cash value of any dividend additions and less any indebtedness (including interest due or accrued) to the society existing against this policy.

Underwriting Rules Adopted

The announcement stated the following groups will be considered only subject to a war clause and to any further restrictions:

- (1) Commissioned officers—army and navy and marine corps, in service at the time of application, including applicants in the aviation branch of the service.
- (2) Enlisted men in service at time of application (including applicants in the aviation branch of the service).
- (3) Members of the coast guard service.
- (4) Members of the national guard, reserve forces and R.O.T.C.
- (5) Applicants contemplating voluntary enlistment.
- (6) Applicants whose ages are not less than 18 (nearest birthday at time of application) and not more than the top age of the selective service act, except—

Latitude to Deferred Classes

(a) Applicants who have already been given a deferred classification under class 3. Special consideration will be given to applicants who while not yet classified would obviously be classified in class 3, and to applicants who have already been given a deferred classification under class 4.

As to plan, features and amounts, there will be no restrictions imposed other than those called for by the ordinary rules of the society.

Mr. Graham explained that a military or naval questionnaire must be completed and submitted with every application on a male life between attained ages 17 and 40, both inclusive, and the Equitable reserves the right to insert a war clause in any special instance where the circumstances seem to call for it.

Diamond Life Bulletins increase sales. Write 420 E. Fourth St., Cincinnati.

Beneficiary's Right to Proceeds Is Decided

An interesting case has been decided by the Texas court of civil appeals in *Werner, Exr. vs. Lewis et al.* Prior to their divorce the policyholder had designated his wife as beneficiary. Subsequent thereto, he reformed the designation to state that she was his former wife and relinquished his right to make any further changes. The policyholder was indebted to his wife in a considerable sum, the sums having been loaned to him out of money given to his wife by her mother. He admitted this indebtedness and promised to repay it. However, he died before any payment was made.

Debt Gives Interest

The executor of the assured's estate claimed to be entitled to the proceeds and by a bill of interpleader, the company left it to the determination of the court to whom the proceeds should be paid. On the dissolution of the marriage between the assured the beneficiary, the latter lost her insurable interest in the life of the assured unless other circumstances existed which would operate to continue that right, the court held. It further declared that the existence of the debt in an amount in excess of the funds due under the policy and the admission thereof by the assured were sufficient to give the beneficiary an insurable interest. The fact that the assured revised the designation of the beneficiary to show that the person named was his former wife and the fact that he did not reserve the power of revocation as he had done when the beneficiary was designated as his wife indicated that the assured intended that the policy secure the debt owed to his former wife. The fact that the assured did not deliver the policy to his former wife after the final designation of her as beneficiary, but retained it in his possession until his death did not prevent the insurable interest from attaching, the court said.

The executor's claim that the indebtedness was a community debt was refuted by the testimony of the beneficiary's mother who originally gave the money to her daughter and to whom the assured repeated his promise to repay the debt in full.

Head Illinois Bankers' Leaders

New officers of the Leaders Club of Illinois Bankers Life are Denver C. Fields, Rantoul, Ill., president; Walter B. Bauman, Alexandria, Va.; Harry W. Holl, Lovington, Ill., and Stanley V. Hott, Akron, O., vice-presidents.

Washington's Finest Hotel

■ Internationally famous as the residence of celebrated personages and the scene of world-important events. Air conditioned Bedrooms, Restaurants, Public Rooms and Lobbies. Convenient to Government Departments, Transportation Terminals, Theatrical and Shopping Districts, and all other points of interest in the Nation's Capital.



SINGLE ROOMS
from \$4

DOUBLE ROOMS
from \$6





Earnings of New Men

are substantially greater under Western Life contracts. One General Agent earned \$3,007 on a paid of \$112,750; another paid for \$123,250 and earned \$3,199. An average of better than \$250 monthly in their first full calendar year with the Western Life.

General agency openings in California, Oregon, Washington, Idaho, Montana, Utah and Wyoming. Look up our financial statement.

WESTERN LIFE INSURANCE COMPANY

Since 1910

HELENA MONTANA

R. B. RICHARDSON
President

Assets \$15,516,096
Surplus \$2,400,000

LEE CANNON
Agency Vice President

**A SOUND
POLICY:**

**No Substitute for "There is
Quality"**

- ★ Quality Selection
- ★ Quality Training
- ★ Quality Merchandising
- ★ Quality Business



JEFFERSON STANDARD LIFE INSURANCE CO.

The Quality Minded Company
JULIAN PRICE, President GREENSBORO, N. C.

A GAIN THAT SPEAKS VOLUMES

The GAIN OF INSURANCE in the INDIANAPOLIS LIFE INSURANCE COMPANY for the first six months of 1941 exceeded the same period last year by

29.6%

Bringing total insurance in force to over
\$117,000,000.00

This was brought about by—

- (a) An Increase in New Business.
- (b) Continuation of a very Low Renewal Lapse Ratio.

Both indicate that representatives and policyholders are finding Indianapolis Life contracts and service very satisfactory.

Agency opportunities in Indiana, Illinois, Ohio, Michigan, Minnesota, Iowa, Texas and California.

INDIANAPOLIS LIFE INSURANCE COMPANY

Indianapolis, Indiana

EDWARD B. RAUB
President

A. H. KAHLER
2nd Vice-President
Supt. of Agencies

81 YEARS OF SERVICE

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA NEW YORK CITY



**A MUTUAL COMPANY
ESTABLISHED 1860**



President Theo. P. Beasley of Republic National Life is here shown at his desk adorned with flowers during the open house reception when hundreds of visitors inspected the enlarged and modernized home offices of Republic National Life in Dallas. Each visitor was presented with an attractive booklet of scenes of the new offices.



Otto W. Veth, representing the White & Odell agency of Northwestern National Life of Minneapolis, presents the first monthly life income check to A. H. Cheese, vice-president Hardware Mutual of Minnesota, who is retiring after 22 years of service. D. F. Raihle (left), secretary of Hardware Mutual, and F. G. McMullen, manager Minneapolis district, look on.



At banquet celebrating 50th anniversary of Supreme Forest Woodmen Circle: Ethel Holiway, national treasurer Woodmen Circle; Mrs. Foster Farrell; Foster Farrell, manager National Fraternal Congress; Dora Alexander Talley, national president Woodmen Circle; Alex O. Benz, Aid Association for Lutherans and president National Fraternal Congress; Mamie E. Long, national secretary Woodmen Circle; Dan Butler, mayor of Omaha; and Jeanie Willard, national vice-president Woodmen Circle.



More than four centuries of continuous service are represented by this group of Equitable of Iowa general agents which is actively backing Herbert A. Hedges, Kansas City general agent, as candidate for secretary of the National Association of Life Underwriters.

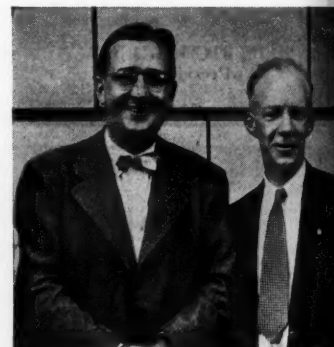
At the Equitable's convention in Banff a rising vote of endorsement was tendered Mr. Hedges by the 500 present.

Rear row: L. V. Barnes, Omaha; L. A. Hammond, Denver; A. C. Pfaff, Chicago; O. A. Anderson, Cedar Rapids; J. E. Rice, Washington; R. K. Rice, Baltimore; T. J. Binder, Portland; C. A. Peterson, Grand Rapids; N. C. Day, Davenport; H. A. Hedges, and Herbert Hendricks, Springfield.

Front row: R. G. Lauer, Williamsport; J. B. Moorman, Cincinnati; P. B. Rice, Harrisburg; H. W. Stanley, Wichita; L. T. Boyd, Kokomo, and A. D. Wallis, Philadelphia.

Bart Leiper, manager of advertising and sales promotion Provident Life & Accident, was elected first vice-president of the National Association of American Business Clubs at its convention held in Atlanta. Mr. Leiper is president of the Chattanooga chapter, which he helped organize about four years ago.

To the right is George E. Drach (left), Springfield, Ill., newly elected national president of A. B. C., upon the occasion of his first official visit in Chattanooga, and Mr. Leiper. Mr. Drach, an attorney, for some years represented the mortgage loan department of the Prudential in the midwest.



D. M. Trott, vice-president in charge of finance for Southern California Edison Co., Los Angeles, presents participating certificate to Miss La Nellie Smith, under group retirement security plan for Edison employees, written by Pacific Mutual Life and Metropolitan Life.